COPYWRITING

- Effective proofreading
- Advanced copywriting skills
- Copywriting masterclass

- Introduction to copywriting
- Principles of great copywriting
- Writing for the web
Whether you’re producing traditional ads, brochures and direct mail or creating e-shots or content for digital media, this course will give you a great foundation in the fundamentals of writing. You’ll practice writing headlines and examine the way copywriters change content and style for different readers. You’ll also discuss approaches to different media.

Copywriting for the web is different to writing offline. Knowing how to write for the web will help move your site up the search engine ranks and raise it in customer estimations. This extremely popular workshop shows how to write effective copy for your internet and intranet sites. An excellent follow-up to the Principles of Great Copywriting course.

- Essential principles of good copywriting and advice on style
- Tips and techniques for headline writing
- Best practice for combining words and images
- Tailoring copy for specific target audiences
- The challenges and opportunities presented by different media
- What makes people stick to sites
- Promote your ratings in search engines
- What makes a good website and good on-line text
- How to write copy for online reading
- The way we read online and how this affects the way copy needs to be written
- How to run a usability study
- How the psychology of web copy needs to be considered when writing
- The importance of clarity and interaction on your site

This course attracts people from a variety of backgrounds in marketing, communications and design. No prior knowledge of the subject is assumed, although most delegates are usually asked to write as part of their professional roles and are looking for practical guidance.

This workshop is ideal for any marketing professional writing for the web or critically appraising the writing of in-house colleagues or agency staff. You will come away with a better understanding of the techniques used by professional copywriters to inform and persuade their readers. Effective copy can play an important role in shaping perceptions about products, services and brands. Your organisation will be able to create more effective marketing communications across different media and critically appraise work produced by agencies.

Your web presence needs to be distinctive and useful. This workshop takes a down-to-earth, practical approach to creativity on the web. Your key web writing team will learn essential techniques which make web copy really work, making your website and intranet communications more effective.

Course structure highlights
- Fundamentals of good copy
- Structure and logical flow
- Use of plain English
- Changing tone of voice to accommodate reader
- Writing effective headlines
- Combining words and images
- Adapting copy to different environments

Course structure highlights
- Writing for different audiences
- Why on-line writing is different
- Making your homepage work for you
- The importance of where your messages are placed
- Headlines and gaining attention
- Writing features on the web
- Sales copy on the web
- Writing in clear plain English
- What a writer needs to know about Search Engine Optimisation (SEO) to boost rankings
- From offline to online writing – editing
CAPTIVATING COPY

PRODUCES RESULTS
COPYWRITING

COPYWRITING MASTERCLASS

Sharper writing, smarter copy – for senior copywriters who want instant results

What is it about?
An intense, practical course working across all mediums, online and offline. You'll learn how to create powerful, engaging copy that delivers the intended message with impact. A combination of forensic analysis and simple tips make this fascinating and fun. The Masterclass delivers scientific insights and practical tools that can make you a more persuasive, effective copywriter.

Who should attend?
Copywriters or senior marketers who deal with copy regularly; writers with practical experience who are comfortable with basics rules of grammar (although a refresh of the rules is included). If you want to understand how copy works, why it succeeds, where it fails, and what you can do to improve the quality of your copy instantly – this is for you.

Learning outcomes

• Improved ability to plan, conceive, write and refine copy that really connects with your audience
• Manage the copy process more effectively, and elicit better writing from colleagues and agencies
• Deliver great copy whatever the quality of the brief
• Increased creativity
• Better able to analyse and apply your brand’s tone of voice in any situation
• Transform your organisation’s marketing performance by learning simple tricks that improve your copywriting immediately

Benefits
In addition to writing more effective copy, the course teaches individuals how to elicit better copy from colleagues and agencies – harnessing plain English; delivering powerful copy; sharing simple tricks and more complex forensic linguistic techniques that have the potential to transform your organisation’s marketing performance.

Course structure highlights

• The psychology of persuasive copy
• Applying writing skills to different media
• Structuring copy, using design to your advantage
• Plain English – improving your copy’s readability
• Refreshing your approach, finding inspiration
• Content marketing, social media, press releases
• Tone of voice – your brand’s secret weapon
• Digital Hit List: SEO, content marketing, Twitter and Facebook

INTRODUCTION TO COPYWRITING

Making your message clear, concise, memorable and compelling

What is it about?
This introductory course in copywriting covers all the elements that make good copy for all purposes, whether your writing is for your job, for a blog or for a personal project. The workshop will provide you with the essential principles of capturing and holding the attention of your readers, including how to target a message to a specific audience, how to craft clickable headlines and, most importantly, how to make yourself understood.

Who should attend?
Anyone who produces content for a website would benefit from this workshop.

Learning outcomes

• Learn about the four signal groups that Google measures to determine ranking
• Measure the results of your SEO and the impact of your news
• Understand the close relationship between writing and SEO
• Produce more effective written content
• Improve the focus, process and techniques of SEO with valuable hints and tips
• Gain a broader understanding of the role of SEO within digital journalism

Benefits
This course will improve your confidence in SEO so that you can write for better results.

Course structure highlights

• The idea of ‘signals’
• The role of links and ‘meaning neighbourhoods’
• Why SEO is always changing – and how to cope
• The role of social sharing
• Keywords and ranking – a practical guide to producing optimised copy
• Writing headlines and snippets for search
• Pictures in search
• Intelligent linking
• Negative factors in SEO – how not to destroy your search success
• Site speed