

caps

COPYWRITING

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Date and Time
To Be Confirmed

Creative & Practical Copywriting

Making your words matter by using
creative copy to drive your sales



**PRE-RELEASE REVIEW SESSION
LIMITED 10 PLACES**



“ Only amateurs use short copy. ”
David Ogilvy

Creative & Practical Copywriting

£ 25 (course review price)
This is a review place offer only

The difference between creating good or average copy, is often down to understanding what you are writing in the first place. This short course is designed to enhance your understanding of what makes good copy and then place it in the context of your business. This half day course is intensive, interactive, and fast paced with one goal in mind... to get you writing words that work for your business.

Part 1 Writing blog copy

“Who am I writing for?” Is probably the most important question you can ask when writing copy. Once we know this, we will go on to what makes great copy and how to write it.

Part 2 Writing website copy

Your website is your shop window so it needs to sell. In this section we will build on what we did in Part 1, and look at the principles of building web copy that works.

Part 3 Releasing Creativity

The 'blank page' problem is probably the most common issue writers face. In this session we spend some time looking at ways of thinking about writing and releasing creativity.

Part 4 Over to you...

Working with others in the group, you will create a series of content ideas for your ideal customer. A review of one piece of content is included as follow up to the course.

What will you take away from this course?

Copywriting is a mix of creativity, writing skills and practice. This 3 hour course is designed to get you writing. The rest will be up to you. You will leave bursting with ideas and a list of potential content that you can create as soon as you get back to the office. Your new skills and approach to writing are meant to be used, so this is your starting gun moment.

Once you have written your blog your tutor will give you written feedback to complete your course.

Who should take the Creative and Practical Copywriting course?

This is a course for business owners looking to improve their approach to writing or those curious about copywriting skills.

- ✓ Solopreneurs and small business owners looking to improve their sales copy
- ✓ People tasked with writing blogs and web copy as part of their job
- ✓ New writers and people considering copywriting as a career
- ✓ Anyone with an interest in how copywriting works.

“The words in your copy should be “like the windows in a store front. The reader should be able to see right through them and see the product.”

Robert W Bly



On the day...

This is quite an intensive learning process with plenty of chances for interaction and creativity. You will want to take notes but the presentation slides will be provided following the course.

- What will be included?
1/2 day intensive course
All presentation materials
1 x critique of a blog by the tutor
Tea, Coffee, Water
- What should I bring to the day
Something to take notes on and a pen.
You will also need a brief outline of your business. We will contact you in advance about this
- Are there any prerequisites?
No, just a reasonable standard of English.
(Drop us a line if this worries you).
- How do I pay for my training?
That depends on how you booked. We do ask for payment in advance though.





Get in touch

Talk to the your-copywriter.com team.



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Kevin Robinson MA - Tutor

Kevin was in international sales and marketing for many years. He has been a university and further education lecturer, a Btec standards verifier, a video producer, business owner and of course a copywriter for many years.

His background in adult education means that he brings more than a practical experience of writing to the course, he also brings decades of knowledge of teaching adults.

Creative and practical copywriting is designed as a stand alone course to give you the tools you need to begin your journey as a writer. It is also the introduction session to our more in-depth copywriting courses for those who wish to take their writing further,