

# Copywriting Course



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This unique copywriting course has been designed specifically for businesses like yours and the copywriting challenges you face. It will teach you to do two things:

1. Write compelling copy that attracts attention, keeps people engaged and gets your message across.
2. Apply a proven copywriting system that's guaranteed to get you the results you want.

## Who should attend

This course is enjoyable, interactive and intensive. It is non-technical and designed for those with some experience of copywriting and marketing.

The course typically attracts junior to mid-level marketing and communication professionals and other managers.

All course materials, workbooks and other resources will be provided.

The course runs from 9.30 am to approximately 4.30 pm.  
Duration: 1 day.

## Course Content

### Introduction and Overview

#### Apply the key components of copywriting:

- Logic** – structuring content to be persuasive
- Language** – the use of plain English
- Legibility** – making text easy to read
- Layout** – laying text out to be scannable

#### Understand how people read

#### The difference between copywriting and other styles of writing

#### How to can grab your readers' interest

### How to write lively and engaging copy

#### Answering your readers' questions with Headlines

#### Making copy scannable

#### Choosing how and when to add sales techniques to your copy

#### Case Studies and practical exercises

“A highly professional company run by knowledgeable, friendly people”

