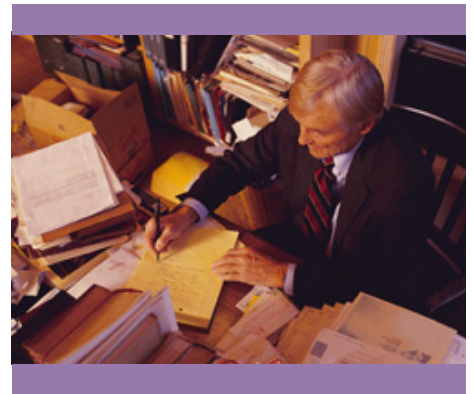


Copy Writing

A one-day workshop on writing effective, persuasive copy

**How to market your product or organisation
using brochures and leaflets**

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates gain practical advice on how to formulate and structure effective marketing support copy.

This will most likely be used in marketing support literature, such as leaflets and brochures, but could equally apply to advertising copy and other promotional material.

Delegates learn how to:

- Highlight products or services in terms that engage the interests and attitudes of their audience
- Analyse and target audiences to communicate with them effectively
- Inform, persuade and convince readers
- Judge when to break strict rules of grammar or punctuation in order to communicate effectively
- Convey messages effectively in the minimum number of words

COURSE CONTENT

How Copy Writing Works

Identifying your audience. Locking on to their attitudes, opinions and beliefs. Conveying messages accurately but persuasively. Choosing words to get the response you want. The pivotal value of brevity.

Getting the Message Across

Composing headlines that work. Structuring copy to make it both attractive within a print design and easily readable. Writing for the busy reader. Focusing messages on benefits to the reader, not features of your products or services. Selling the sizzle rather than the steak. "Selling" a message, like: "Don't drink and drive," or: "Book early for the shareholder meeting," as if you are selling a product.

Making the Message Work

Choosing the format for your message. Are you trying to: persuade; sell; provide information; entertain; all of these? How to write copy which best communicates the emotion that readers should experience.

Plan your training

Copy Writing provides an opportunity to learn the skills of writing compelling copy that gets the chosen message across.

A significant portion of the seminar is taken up with practical exercises that use delegates' own materials. This gives them confidence when structuring copy for their chosen target publications.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider