

## Copywriting (one or two days)

What makes for great copy?

Magic?

Not a bit of it.

The secrets of effective copywriting are easy to learn; all you need to do is apply them systematically. In this two-day masterclass, you'll learn techniques that can help you achieve tangible cut-through. We look at voice and tone (what's the difference?), managing content, adapting to different channels and uncovering your reader's core motivations. What's more, you'll work on your own copy with new colleagues and an experienced trainer.

## Objectives

As a result of attending this workshop, you will be able to:

- define your brand's voice more accurately;
- plan coherently and creatively;
- produce more effective headlines;
- influence and convince the reader;
- develop and use a brief;
- bring your copy to life;
- construct powerful paragraphs and sentences;
- apply the techniques of copywriting to blog posts, web pages, direct mail and press releases; and
- plan a strategy for future development.

Wherever possible, we shall work on your copy, or copy related to what you produce.

Numbers on the course must be limited to **twelve**.

[alanbarker830@btinternet.com](mailto:alanbarker830@btinternet.com)

WATERSIDE VILLA WATERSIDE MERE WARMINSTER WILTSHIRE BA12 6EE  
TEL & FAX +0044 (0) 1747 860329 [alanbarker830@btinternet.com](mailto:alanbarker830@btinternet.com)

---

Registered Office: 2 CASTLEHAM COURT, 180 HIGH STREET, EDGWARE MIDDLESEX HA8 7EX  
Registered in England no: 05847434 VAT registration no: 762 267 127

## Copywriting (one or two days)

### Outline programme

#### Finding your brand's voice

- mission, values, personality
- the brand spectrum
- defining the brand voice

#### Understanding your reader

- what is your reader interested in?
- revealing your reader's motivation
- analysing the reader contract

#### *Writing copy #1: instant copywriting*

- seven sins and how to exploit them

#### *Writing copy #2: motivating the reader*

#### What do you mean, you don't plan?

- three key planning questions
- (and the other three)
- the KFC approach
- the structure that everyone knows but not everyone uses
- from voice to tone of voice

#### *Writing copy #3: finding the right tone*

#### Writing headlines

- why you should spend four times as long on the headline
- five guiding principles
- headlines that are guaranteed to work for you

#### *Writing copy #4: producing a headline (and nine more)*

#### From features to benefits

- FAB benefits
- making the benefits specific

[alanbarker830@btinternet.com](mailto:alanbarker830@btinternet.com)

WATERSIDE VILLA WATERSIDE MERE WARMINSTER WILTSHIRE BA12 6EE  
TEL & FAX +0044 (0) 1747 860329 [alanbarker830@btinternet.com](mailto:alanbarker830@btinternet.com)

*Writing copy #5: identifying benefits*

*Writing copy #6: SMART benefits*

## **Awakening desire**

- six patterns of influence

*Writing copy #7: influencing under the radar*

## **Thoughts about conviction**

- generating conviction
- testimonials and related devices

## **Action!**

- why we do what we do
- three things to avoid in your call to action

*Writing copy #8: the full structure*

## **The copywriting brief**

- taking a brief, creating a brief, responding to a brief
- communicating the brief

*Writing copy #9: copy we like and copy we don't like: critique and analysis*

## **Writing: the basics**

- what works and what doesn't
- five ways to bring your copy to life instantly

## **Paragraphs and sentences**

- four key characteristics of an effective paragraph
- keeping the reader moving
- from sensible sentences to stunning sentences
- jump leads to bring the heart of your sentences to life

## **Developing your style**

- Tone of voice revisited
- the style spectrum
- practical work: developing the outline; identifying necessary prose techniques

## **Action session**

[alanbarker830@btinternet.com](mailto:alanbarker830@btinternet.com)

WATERSIDE VILLA WATERSIDE MERE WARMINSTER WILTSHIRE BA12 6EE

TEL & FAX +0044 (0) 1747 860329

[alanbarker830@btinternet.com](mailto:alanbarker830@btinternet.com)

---

Registered Office: 2 CASTLEHAM COURT, 180 HIGH STREET, EDGWARE MIDDLESEX HA8 7EX

Registered in England no: 05847434

VAT registration no: 762 267 127