

## Course Outline

Professional Copywriting

Duration: 1 Day

### OBJECTIVES

The words you use to promote your business, product or service can have a real impact on prospective customers. This one-day course teaches the techniques used by professional writers in the marketing and advertising fields to persuade and convince their audience, on the web or in traditional media. Bring examples of your own work along to the session and have them critiqued by your tutor, a former advertising creative director, and improve them on the spot!

### PRE-REQUISITES

You should be working in a field such as marketing, design or corporate communications, where writing is used as a persuasive tool.

### COURSE OUTLINE

Understanding your audience

- Identifying target audiences and their aspirations
- Tailoring content and style to different groups

Creating a clear sense of corporate identity

- Distinctive tones of voice
- Developing a brand story

Writing effective headlines and taglines

- Finding key propositions
- Structuring headlines to create real impact
- Creating memorable taglines and slogans

Connecting words and pictures

- Understanding the relationship between copy and visual content
- Grabbing attention and sustaining the reader's interest
- Writing for different media
- The differences between offline and online media
- Longer copy for brochures and websites
- The role of copywriting in emerging media - blogs, podcasts and social networks
- Writing for search engines: SEO