



## **Sample In-House Agenda Secrets of Effective Copywriting One-day option: 9.30am – 4.30pm**

Powerful copy can sell. But what makes powerful copy? This packed day is designed to provide plenty of copywriting tools, techniques and ideas. Please ask if you'd like an agenda for a half-day course.

### **The morning session:**

- What should you know before you start?
- Eight golden rules for more effective copywriting – including writing from your reader's point of view and achieving 'pull through'.
- Ideas for headlines – including practice.

### **The afternoon session:**

- Ten top tips for creating more compelling body copy - including plain English and the difference between features and benefits.
- The importance of the call to action.
- Transitions.
- The checks that are vital.
- Overcoming writer's block.
- Writing differently for a range of tactics – depending on what's most relevant for you. For example:
  - Sales letters
  - Brochures
  - Websites

We'll also look at giving unconvincing copy some oomph and will do writing exercises based on your in-house copywriting requirements.



## Why choose the Copywriting Coach?

Imagine a practical day's copywriting training, conveniently delivered at your premises or off-site. This course gets to the heart of good copywriting practice and provides an opportunity to work on copywriting concerns you may have in-house.

### Planning with your team in mind

Before the day, I'll liaise with you to find out what copywriting tactics you would like to discuss, to get a feel for what's being written in-house and plan practical writing exercises based on any relevant issues.

### Who will benefit from this course?

This course is for delegates who write marketing copy as part of their role. It will suit both beginners, and experienced copywriters looking for a refresher on copy basics.

### Fees

I base my prices on the number of delegates. This is designed to make it more cost effective for you. As well as delivery of the course, the cost includes pre-planning and handouts\*.

#### One-day course prices (half-day prices shown in brackets):

1 – 2 delegates	£499 (£349)
3 - 7 delegates	£649 (£499)
8 – 12 delegates	£847 (£599)
13 and above	£999 (£699)

I do also ask for expenses (charged at cost) when I have to stay overnight, use trains/taxis or drive more than 100 miles in one direction. \*If you have more than 20 delegates, handouts will be charged additionally.

Please ask me for a quote if you'd like a course written for you.

### Want to find out more?

My name is Gillian Heggs. As a specialist copywriter with well over 20 years' experience, I've written for household names and on award-winning work. My training has proved itself both on a 1:1 basis and for groups of up to 80. I can also provide courses for your own clients.

Please contact me to discuss, without obligation, what you need from an in-house copywriting seminar or to make a booking. Tel: 0116 286 9800/07961 823 674. Email: [gillian@thecopywritingcoach.co.uk](mailto:gillian@thecopywritingcoach.co.uk)