



## **Sample In-House Agenda**

### **Secrets of Powerful Web Copywriting**

**One-day option: 9.30am – 4.30pm**

This is designed to be a packed day that will provide plenty of web copywriting tools, techniques and ideas.

We'll look at:

- What should you know before you start?
- Why writing for the web is different (and the same)
- Ideas for headlines
- 15 top tips for creating more compelling web copy, including:
  - Making copy scannable
  - Minimising risk in the target market's mind
  - WIIFM
  - What is an 'inverted pyramid' style?
  - Feature:benefit
  - The importance of the call to action...and more
- Writing for different audiences (if applicable)
- Checks that are vital
- The psychology of copywriting
- Writing with keywords
- So where do you start?
- Overcoming writer's block.

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

Please ask if you'd like an agenda for a half-day course.



## 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 web copywriting practice and provides an opportunity to work on any web 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 web copy as part of their role.

### Fees

I base my prices on the number of delegates. This is designed to make it more cost effective. As well as delivery of the course, the cost also includes pre-planning and handouts for delegates up to 20\*.

### 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 web copywriting seminar or to make a booking. Tel: 0116 286 9800/07961 823 674. Email: [gillian@thecopywritingcoach.co.uk](mailto:gillian@thecopywritingcoach.co.uk)