



Sample In-House Agenda
Secrets of Grammar/Plain English
in Marketing Copy
Half-day course: 9.30am–1pm/1pm-4.30pm

This is designed to be a packed half day that will provide hints on better grammar and punctuation, and tips on plain English when you're writing copy.

Session 1 - Grammar

The basics – word classes and sentence structure

Putting punctuation in its place – apostrophes, commas, direct speech, use of capitals and more

15 potential pitfalls – some common mistakes

Exercise: spot the slip-ups

Session 2 - Plain English

Why is it important?

Ten top tips for writing copy in plain English – passive v. active, nominalisations, being concise and more

The checking process

Proof-reading

An exercise in editing: going for clarity



Why choose the Copywriting Coach?

Imagine a practical half-day's training, conveniently delivered at your premises or off-site. This course gets to the heart of good grammar and plain English when you're writing marketing copy, and provides the opportunity to consider any particular issues you may have in-house.

Planning with your team in mind

Before the day, I'll liaise with you to find out what aspects of these subjects are most relevant to your business and to plan some practical exercises.

Who will benefit from this course?

This course is for delegates who write marketing copy as part of their role and who want to learn more about some of the basics of good grammar and plain English.

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*.

1 – 2 delegates	£349
3 - 7 delegates	£499
8 – 12 delegates	£599
13 and above	£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?

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, Gillian Heggs, to discuss, without obligation, what you need from an in-house grammar/plain English seminar or to make a booking. Tel: 0116 286 9800/07961 823 674. Email: gillian@thecopywritingcoach.co.uk