



Date:	TBC
Project:	Copywriting / SEO Copywriting Training Course
Client name:	TBC
Contact details:	TBC
Website URL:	TBC

## Summary

This one-day master class will teach you how best to get your message across, no matter what the medium. It's not about the hard sell, but rather about knowing how to ensure your writing is concise, clear, entertaining and unforgettable.

The comprehensive program covers all the **essential elements for writing great copy**, including specialised modules such as writing for the web, choosing the right keywords, social media copywriting, and much more.

The master class focuses on commercial writing and mixes seminars with a range of practical exercises. Participants will learn how to turn dull facts into relatable stories, how to craft must-read headlines, how to target copy to a specific audience and how to create professional, readable copy.

## What to expect

- Understand the **basic principles of copywriting**, the process and structure
- **Write persuasive copy** that meets the needs of your audience
- See how your audience interprets and interacts with **offline and online media**
- Discover how to **establish trust** and build a connection
- Understand the tactics behind writing **successful content for the web**, email, social media and blogs
- Create copy that will be found by **search engines** and attract more traffic to your website and brand

## Who the course suits

This highly practical master class, is aimed at marketers, press agents and managers with a responsibility for – or interest in – writing, editing and repurposing copy for offline and online communications.

This includes:

- Business writers
- Copywriters
- Marketing managers
- Ad directors
- Account executives
- Designers / Art directors
- Creative directors
- Press and media officers
- Business owners

## Approach

- Presentations will be interactive, with group and individual tasks to complete
- Each session will run for approximately 45 minutes, to allow time for breaks and questions

## 9.00 – 10.15

### Session 1: Understanding your audience and your brand

- Creating a value proposition for your brand
- Who are you writing for?
- Understanding motivation
- Features versus benefits
- Choosing a tone of voice

## 10.15 – 11.30

### Session 2: Structure grammar and writing rules

- Writing rules
- What to avoid

- Grammar rules you **can** break
- Stop using these words
- Simple word swaps
- Get specific
- Readability rules
- Powerful punctuation

**11.30 – 13.00**

**Session 3: Writing powerful copy**

- Words that sell
- Writing headlines
- Headline tips and tools
- Sub headers and A/B testing
- How long is too long?
- Building proof
- Creating irresistible offers
- Using positioning metaphors
- Writing a strong call to action
- The risk of humour
- Jargon and slang
- Alliteration and repetition
- Your content

**13.00 – 14.00**

**Lunch**

**14.00 – 15.30**

**Session 4: Copywriting online**

- Offline versus online
- The F-shaped pattern

- What is SEO
- Understanding the results
- Why care?
- Understanding the algorithm
- Choosing the right keywords
- Thinking long tail
- Title tags
- Meta descriptions
- On-page optimisation

**15.30 – 16.15**

### **Session 5: Social media, blogs and video**

- Your content strategy
- Question your content
- Generating content ideas
- Understanding each platform
- Using hash tags
- Using images
- Stimulating and handling comments
- Video copywriting

**16.15 – 17.00**

### **Session 6: Email copywriting**

- Subject line tips
- Salutations
- Eye tracking
- Email structure
- Your content
- Creating a conversion series

**17.00 - 17.30**

### **Session 8: Wrap up and homework**

- Wrap up
- General Q&A
- Homework setting

### **HANDOUTS**

- Copywriting worksheets
- SEO checklist
- Blog copywriting template
- BLOG COMPASS: Content brainstorm and planning tool (Google Docs)
- Useful tools and resources