



## Copywriting (one or two days)

More. Better. Faster. Copywriters have never been under such pressure to deliver. Your organisation wants you to work magic with the messages you produce; to cut through the haze of information overload, indifference and scepticism and convert prospects into sales.

How can you catch your reader's attention and hold it? Get inside their heads and tug their heart strings? Nudge them to take the action you want them to take?

And how can you convince your manager that your copy will do the job better?

This course reveals the secrets of the copywriter's craft. Whether you're writing brochures, blog posts, direct mail or web pages, you'll discover tried and tested methods of generating new ideas, organising them persuasively and making your copy zing. You'll leave better equipped and brimming with confidence.

## Objectives

As a result of attending this workshop, you will be able to:

- define your brand's voice more accurately;
- plan coherently and creatively;
- produce more effective headlines;
- influence and convince the reader;
- develop and use a brief;
- bring your copy to life;
- construct powerful paragraphs and sentences;
- apply the techniques of copywriting to blog posts, web pages, direct mail and press releases; and
- plan a strategy for future development.

Wherever possible, we'll work on your copy, or copy closely related to what you produce. Numbers on the course must be limited to **twelve**.

Kairos Training Limited

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## Copywriting (one or two days)

### Outline programme

#### Finding your brand's voice

- mission, values, personality
- analysing the reader contract

*Writing copy #1: instant copywriting*

*Writing copy #2: motivating the reader*

#### What do you mean, you don't plan?

- three key planning questions (and the other three)
- the structure that everyone knows (but not everyone uses)
- from voice to tone of voice

*Writing copy #3: finding the right tone*

#### Writing headlines

- five guiding principles
- headlines that are guaranteed to work

*Writing copy #4: producing a headline (and nine more)*

#### From features to benefits

- FAB benefits
- making the benefits specific

*Writing copy #5: identifying benefits*

*Writing copy #6: SMART benefits*

#### Awakening desire

- six patterns of influence

*Writing copy #7: influencing under the radar*

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### **Convincing the reader to act**

- generating conviction
- the call to action: dos and don'ts

*Writing copy #8: the full structure*

### **The copywriting brief**

- taking a brief, creating a brief, responding to a brief
- communicating the brief

*Critique: copy we like and copy we don't like*

### **Writing: the basics**

- five ways to bring your copy to life instantly
- keeping the reader moving
- from sensible sentences to stunning sentences

### **Editing your copy**

- tone of voice revisited
- a six-part strategy and 25 tactics for editing
- measuring improvements in style (and proving them to your manager)

### **Copy, copy, copy**

- writing for the web
- writing blog posts

*Writing copy #9: writing a short blog post*

- direct mail: why long copy works
- producing a press release

*Writing copy #10: improving a press release*

### **Where to go from here**

- planning for the future
- links to more resources

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