

marketability

Online Copywriting Workshop

9am-12pm EDT (New York), 2pm-5pm BST (London)

This three hour online course takes place on Zoom and is drawn from the content of our popular full day course. It's limited to 12 participants to encourage group discussion.

Does your copy convince YOU? Is it vivid and engaging, or are you guilty of using tired adjectives such as comprehensive and essential? Perhaps you'd love to write more exciting copy but don't have the time, or colleagues feel it's not 'appropriate' for your product?

If you can relate to this, join us on this fun workshop and prepare to feel liberated!

Includes:

- General principles that really work, whatever you're selling, online and offline
- Writing for readers, not markets
- Focusing on the 10 second sell and on calls to action
- Fewer words, greater impact: being ruthless and taking risks
- How to get attention, and keep it
- Storytelling, visual copy and word association
- 'Selling copy' and content marketing
- Writing for different formats: for print and online, and from cover copy to website product pages, social media, emails, catalogues, press releases and sales tools
- What you NEED to know about copywriting for SEO (search engine optimization)
- Short exercises and plenty of discussion.

Course tutor:

Rachel Maund has trained publishers in all sectors in copywriting skills, but when not tutoring is invariably trying to practise what she preaches.

What's it like?

It's designed to help you stand back and see new approaches – even when describing very specialist product – and to arm you with tips to really boost your confidence.

Who should attend?

Anyone in a marketing or editorial role looking either for a lively general introduction, or for a refresher to inject some new ideas and fresh approaches to existing skills.

Format: 3 hours with a break, delivered on Zoom

Cost: £175 (+ VAT)

For more information or to reserve a place email rachel@marketability.info, or complete the online booking form (choose other price to enter £175) and we will contact you promptly.

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*** AGENDA ***

EDT time (New York, morning)

9.00 – 9.15	Introductory discussion
9.15 – 10.15	Tutored session: Copywriting practical tips and principles. Why all copy starts with the 10 second sell. Allocating time, visualising the reader, the writing process, the importance of storytelling, copywriting for SEO.
10.15 – 10.45	<i>Exercise 1: critiquing copy.</i>
10.45 – 11.00	<i>Break</i>
11.00 – 11.45	Applying the principles to different audiences and channels: product copy on websites, back covers, social media, emails, catalogues, press releases. Illustrated by a selection of examples from sectors relevant to participants.
11.45 – 12.00	Final questions and close.

BST time (London, afternoon)

2.00 – 2.15	Introductory discussion
2.15 – 3.15	Tutored session: Copywriting practical tips and principles. Why all copy starts with the 10 second sell. Allocating time, visualising the reader, the writing process, the importance of storytelling, copywriting for SEO.
3.15 – 3.45	<i>Exercise 1: critiquing copy.</i>
3.45 – 4.00	<i>Break</i>
4.00 – 4.45	Applying the principles to different audiences and channels: product copy on websites, back covers, social media, emails, catalogues, press releases. Illustrated by a selection of examples from sectors relevant to participants.
4.45 – 5.00	Final questions and close.