

Our most popular course – book early to make sure of your place!

Copywriting Workshop

Delegates' comments about this course include:

'The course that gives you licence to be creative and bodacious!'

Delegate from Virgin Books

'A superb introduction to copywriting with excellent support materials and practical examples'

Delegate from Oxford University Press

Does your copy convince YOU? Is it vivid and engaging, or do you find yourself relying on industry-favourite adjectives such as comprehensive and essential? Do you have 'This book' syndrome? 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:

- Writing copy for the audience, not the product
- Fewer words, greater impact: being ruthless and taking risks
- How to get attention, and keep it
- Calls to action, and why offers will always be in vogue
- How to write for different audiences: professionals, academics, librarians, journalists, bookstores, international, consumers
- How to write for different formats: jackets, advance information, catalogues, leaflets, sales letters, press releases, websites and emailings, adverts
- How it looks, and the importance of signposting
- Short exercises, individually, in pairs and in groups.

Course tutor

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

What's the day like?

It's a day designed to help you stand back and see new approaches to copywriting – even when describing very specialist product - and to arm you with tips to help in the writing process and 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.

Course dates:

25 February 2010	London	£375 + VAT
20 May 2010	Oxford	£375 + VAT
9 September 2010	London	£375 + VAT
18 November 2010	London	£375 + VAT

**CHECK AVAILABILITY NOW ON 020 8977 2741, OR
EMAIL rachel@marketability.info
www.marketability.info/copywriting.html**