



This is a 12 module course guiding students through the development of an effective and comprehensive range of copywriting skills. It is ideal for owners and managers in small or medium-sized business settings, as well as others required to write customer and staff communications or marketing material. The course fee includes all course material, full tutorial support from an experienced tutor and course book: *The Copywriter's Handbook* by Robert Bly.

Subjects covered include: writing to communicate; the art of selling through words; understanding the world of marketing; print advertisements; direct mail; brochures, catalogues and other sale literature; commercials; key writing skills.

Cost: £295

Students also have the option to pay by instalments.
Contact Learning Curve for more details.

copywriting for business

course outline



module one: what is copywriting?

Definitions of copywriting. Key components. Principles of effective written communication. The role of copywriting in business. Setting goals for your studies.

module two: plain words. The writer's toolbox: sentence structure, paragraphs and presentation. The value of economical writing. Active and passive voice. Identifying common errors. The art of revision. Customer communications: letters, e-mails and faxes.

module three: newsletters and articles. Article structure - beginning, middle and end. Your target reader. Analysing reader needs. Interviews - effective technique, identifying a subject, using material. News reports - understanding the structure of news stories; writing the news, assessing target markets.

module four: ready to write. Research sources and techniques - identifying information sources, finding and collating information. Field research. Surveys and studies. The rise of the blogosphere. Picture research.

module five: meaning and intention. Identify ambiguity and lack of clarity. The role of ambiguity in advertising copy. Manage colloquialism, gerunds, and repetition. Identify parochialism and exactitude. Understanding design. The relationships between copywriter, editor and graphic designer. Working with graphics.

module six: lessons from creative writing. Enhancing copy with techniques from creative writing. Sensory authenticity. Show don't tell. Writing from experience. Other people's stories. The role of PR in SMEs. Key elements of PR. Advertising and PR.

module seven: working with editors and journalists. Effective, targeted press releases. Creating a press kit. Legal issues: copyright, libel. Understanding the needs of editors and journalists.

module eight: writing for the web. The birth of the Internet. Business on the web. Types of website: political, informational, commercial, personal. Writing effective web copy: scannability, hypertext, inverted pyramid structure. SEO copywriting.

module nine: target readers. Understanding segmentation in business. Consumer psychology. Understanding consumer behaviour: lifestyle models, consumer motivation. Writing to influence.

module ten: Direct mail. Defining direct marketing needs. Effective direct mail - catalogues, postcards, statement inserts, package inserts, card packs, magazines, and others. Guerrilla approaches.



module eleven: brand building. Theories on brand development and positioning. Defining brand image. Types of brand. Building a brand. Managing brands over time. Brand extension. Understanding the marketing mix. Role of the copywriter in brand development and maintenance.

module twelve: long projects. Manuals. Information guides. Company reports. Non-fiction books. Planning your project. Defining structure. Working in an editorial team.

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