

Our most popular course

Copywriting Workshop

'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 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
- Why writing copy is totally different to the writing you learned in school
- Writing for readers, not markets, and definitely not 'products'
- 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: jackets/covers, advance information, catalogues, brochures, sales letters, press releases, websites, emailings, social media, adverts
- Short exercises, individually 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 designed to help you stand back and see new approaches – 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.

CHECK UPCOMING DATES NOW AT www.marketability.info/copywriting

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