



Workshop Overview

Copy is the voice of your brand and should be one of the most valuable tools in driving business growth. Writing effective copy is unique skill that brings together key messaging, tone of voice and your brands values.



Benefits

On completion, you'll learn advanced copywriting techniques that will assist in positioning your brand in an engaging way to the intended audience. You will be capable of writing more effectively, creatively and persuasively.

Outcomes & Content

- ✓ The science behind copy and how people read
- ✓ The emotional drivers and using for influence
- ✓ Articulating the value proposition
- ✓ The importance of structure
- ✓ SEO considerations
- ✓ The right tone and language
- ✓ Analyse, critique, and develop copy
- ✓ Improve and optimise copy



Who should attend ?

This two-day course is ideal for copywriters or marketers who deal with copy regularly and want to sharpen their skills. Previous delegates have included sales support, product managers and brand managers.

