

ABOUT THE COPYWRITING WORKSHOP

Are you responsible for the words on your employer’s brochures, advertisements, website or letters? Do you work in advertising, graphic design or new media – and need to give your clients advice on how they should write?

This one day course is packed with surprising revelations and lots of practical exercises – as well as hints and tips which can save you a lot of time and hassle. By applying what you learn on the course, you’ll have leaner, fitter copy –that tells people what they want to know, and gets them following your calls to action like never before.

WHO SHOULD ATTEND?

We can train anyone to write well, but it’s usually best if you have at least some experience of marketing. The course avoids unnecessary jargon.

LOCATIONS

Although most of our workshops are in Glasgow, Edinburgh and London, we can come to you anywhere in the UK. For example, we’ve recently arranged workshops in Southport and Chester.

WHAT WILL YOU LEARN?

The workshop is designed to cover all the main areas of copywriting.

At the end of a full day workshop, you’ll have learned about:

- ⇒ Understanding your audience
- ⇒ How people read
- ⇒ How to be credible
- ⇒ Being creative
- ⇒ Structure – what works for different mediums?
- ⇒ Getting people to respond
- ⇒ Choosing your words – tone of voice
- ⇒ Editing for consistency
- ⇒ Editing for length
- ⇒ Proofreading

YOUR TUTOR

The course will be run by Alan Black, founder of Blackad and a copywriter with over twelve years' experience. Alan positively encourages people to come to the course with questions about their own copy.

Alan has been writing copy since 1995. Before founding Blackad, Alan worked as a copywriter for large advertising agencies in Scotland and London, latterly as Creative Director. He's worked on brands such as Dixons, Standard Life, Scottish Widows, Motorola, Halifax and The Metropolitan Police. He's trained hundreds of people to write – from absolute beginners through to award-winning advertising agency copywriters.

BUILDING THE RIGHT WORKSHOP FOR YOU AND YOUR TEAM

The benefit of a private course is simple: you pick the topics, allowing you to build a course that meets your exact needs. Here's how we work with you:

1. PRE-COURSE VISIT

We take a face-to-face brief to ensure we deliver exactly the workshop you need.

This briefing session lasts around two hours, and covers subjects such as your business objectives, competitive set, team skill sets, and brand guidelines. It's also a chance for you to see workshops we've delivered for other clients.

2. ONLINE SURVEY

After the briefing session, we create a web-based questionnaire for potential attendees. You simply email a link to the attendees.

The questionnaire allows us to see what users want – balancing these results against your broader aims.

Please note that we don't collect any personal data at this stage.

3. COURSE OUTLINE

Before we build the full workshop, we'll send a detailed outline for your approval.

4. CONSULTANCY AND TAILORING

We perform approximately a full day of consultancy on your existing copywriting.

If you agree, we create exercises and examples based on your material – we try to avoid using general examples. Our copywriting courses always have a large practical element – a full day workshop would usually include five exercises, with feedback from an experienced copywriter.

FULL DAY: FIVE EXERCISES USING YOUR MATERIAL/COMPETITOR MATERIAL

MORNING

- Warm up exercise
 - Examples of good and bad copy
- How should you write?
 - Review of your tone of voice
 - Altering the tone for different audiences
 - Review of your marketing material
- Planning to write
 - Get to know your audience
 - Exercise
 - Read what they read
 - Understand what motivates people
 - Understand what makes people switch off
 - Good and bad structures
 - Advertising
 - Brochures
 - Leaflets
 - Direct mail
 - Websites
 - Structure on the page
 - How to start
 - Headlines and creativity

AFTERNOON

- Chunking information - exercise
 - Inverted pyramid structure... or not?
 - Sub-headings
- What to write?
 - How many words?
 - What sort of words?
 - Simple – not simplistic
 - Tricks and tips
 - Well-written copy
- Persuading people to do something
 - Creativity vs. solid copy
 - The sizzle, not the sausage - nobody “buys” the facts
- Proofreading
 - Tips and hints
- Editing for length and sense
 - When you need to restructure
 - Tips and tricks
- Summary and feedback
- Follow-up exercise (homework)
- Further reading: websites and books

BREAKS AND CATERING

We recommend a one hour break for lunch, as well as regular refreshment breaks during the morning and afternoon sessions. This gives your team plenty of time to check back with the office or catch up on voicemails.

WHAT'S INCLUDED?

- ⇒ Exercise book
- ⇒ Copy of the course slides
- ⇒ Tip sheet
- ⇒ Satisfaction survey
- ⇒ Data projector and laptop hire (if required)
- ⇒ Travel within two hours' drive of our office (each way)

ARE THERE ANY EXTRA COSTS?

We try to keep our pricing as simple and transparent as possible. Bring us to your premises to deliver the workshop, and all you'll pay is the cost of training (assuming you're within a two hour drive). But don't worry if you're further afield – we will only charge travel and accommodation at cost price. Alternatively, you can book the travel and accommodation on our behalf.

RUNNING THE COURSE AWAY FROM YOUR PREMISES

Short on space, or simply want to get away from the distractions of day-to-day business? We can arrange high quality accommodation and catering for your team, at locations throughout the UK and Eire. We charge a small administration fee for this service. Or, if you prefer, you can book external accommodation directly.

COST AND BOOKING

Because no two workshops are the same, we quote each one individually.

For a full quotation, please call **0845 838 0612** or email copywriter@blackad.co.uk

If you decide to book a workshop, we'll ask you to confirm the details in writing – usually by faxing us a purchase order or an order confirmation. Our fax number is **0845 838 0614**.

On the day of the course, we'll send you a VAT invoice. This invoice must be settled within 14 days. (Our normal terms of business are 28 days)

WHAT OUR CLIENTS SAY

The University of Edinburgh

“Blackad knew exactly what we needed. Their delivery was to the point and highly entertaining and we came away feeling totally inspired.”

Lorraine Corbett - College of Science and Engineering

Thornhill Investment Management Ltd

“All of us thoroughly enjoyed the copywriting for the web course. Alan’s extensive knowledge of what does, and does not work on the web has been invaluable in writing copy for our site.”

Jane Ironside - Assistant Portfolio Manager

Cheshire & Warrington Tourism Board

“Blackad researched our remit to perfection and the course was delivered appropriately to all our needs. Delivered in an informative, relaxed style, yet with professionalism. All delegates gained a great deal of practical knowledge which is being exercised in our everyday roles.”

Donna Lund - Information and Website Executive

Edinburgh & Lothians Tourist Board

“Blackad delivered a one day ‘Writing For The Web’ course for us earlier this year, and I would highly recommend them. Blackad were friendly, professional and extremely helpful in planning the course. They really took time to understand our needs and tailored the course content and delivery to enable us to get the best out of the day.

“As well as gaining new skills, ideas and confidence, our staff enjoyed the day spent with the trainer and welcomed his style of delivery. His passion and enthusiasm for his work is catching!”

Jane Black - Personnel Manager