BLACKAD™

Private training

Web copywriting courses
Traditional copywriting courses

Our public courses are a great choice if you just need to train one or two people. But if you need to train a bigger team – six is a typical number – you really should consider a private course.

Why? The cost of running a private course is much lower than sending a large team on a typical public course.

But money's not the only reason.

Go private, and we build every learning point and every exercise on your material.

A real, live copywriter looks at what you're writing today – and where you want to be. The copywriter then asks your team what they're looking to achieve, and takes a hard look at your competitors.

Finally, the very same copywriter delivers your training.

Costs and practicalities

We could make you flip to the last page, but that's a bit silly, isn't it?

	Maximum attendees	Private sector	Public sector
One day session	10	£3,000 + VAT	£2,400 + VAT
Two day session	10	£5,000 + VAT	£4,400 + VAT
Half day coaching	8	£2,500 + VAT	£2,100 + VAT
One hour keynote	Unlimited	£1,000 + VAT	£700 + VAT

Our clients normally provide a training room and refreshments. If you'd prefer to run the session away from your offices, we can arrange everything at cost price. We have room for up to eight people in our training room in Glasgow. We can also source training space and catering throughout the UK, North America, Europe, Australia, New Zealand and South Africa.

We quote our travel and accommodation separately, again, always at cost price. If you're outside the EU, you won't normally have to pay the VAT. We don't charge for travel time in the UK; if you're further afield, we'll work out a fair price.

Our training credentials

Blackad was established in 2002 by Alan Black – an award-winning copywriter with over nineteen years' experience. Alan's been training people how to write copy since 1996, and digital copy since 1997; he's trained thousands of people. Here's the important part: he's a copywriter who trains, not a trainer who writes.

What you get

- ✓ In-depth briefing and online survey
- ✓ Fully tailored course
- ✓ Desk manual and quick tip sheet

- ✓ Satisfaction survey
- ✓ Completion certificates
- ✓ Discounts on future courses

A few of our training clients

What our clients say

"The day-long copywriting course from Blackad fundamentally changed the way my team views copywriting and indeed content generation overall. The pace of the day kept them engaged and Blackad's preparation for the course was extensive. I would definitely recommend the copywriting course to anyone looking to enhance the skills of their team."
Alicia Skubick, Travelex

"Blackad gave our team the confidence and skills to let the brand shine though their words."
Geoff Morrison, Crieff Hydro

"Blackad – simply put, they get copywriting. And by the end of a training session with them, we got it too! Alan's thorough but never boring – and thankfully tosses the writing rule book out the window. Their web writing course is motivating and a must. Get prepared to transform your chaotic thoughts into copy brilliance."
Trish Elms, Scottish Refugee Council

"Alan runs a very relaxed, insightful and informative course. There are ample exercises to keep the interest high, together with examples of good and poor practice tailored to the audience. Alan's manner makes this more like a seminar than a course. He engages well with his audience and that aids the learning process. In fact, Alan's working with us to run two more courses for the same client. That probably says it all."
Ian Lovatt, Fenning Lovatt Partnership

"All of us thoroughly enjoyed Blackad's 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, Thornhill

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Digital copywriting – sample outline for a full day course

- Warm up exercise
- How should you speak online? Review your tone of voice
- Engagement and decision support – how it works online
- Planning your content: from purpose to character count
- Horses and courses: blogs, Twitter, Facebook, email and more
- Organising and summarising online
- Reducing the cognitive load on your readers
- What sort of words online?
- Make the good stuff leap off the screen
- Force it to the beginning – F-shape and 18 characters

- Writing for mobile – what's different?
- Common user experience issues, and how copy can help
- Accessibility – link labels, geographic descriptions and more
- Short constructions
- Consistency – merging work from different writers
- Search
- Keyword research
- Placing your keywords
- How to stay human when you're writing for robots

Traditional copywriting – sample outline for a full day course

- Warm up exercise
- Review of your tone of voice
- Who's writing? You? Or the organisation?
- Advertisements – writing powerful headlines
- Rules of thumb on length
- Make your copy believable and human
- Show people what they can DO, not how great you are
- What sort of words?

- Use bullets, pull-quotes and other techniques to add emphasis
- You, we and contractions
- Active and passive
- The anatomy of successful spreads
- Letters – customer care
- Letters – sales
- Press releases – make the journalist look clever
- De-clutter – aim to be understood
- Tips and tricks on clarity and length

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Recruitment copywriting for the web – sample outline for a full day course

- Warm up exercise
- Why lazy structures and labels fail
- Describing the company
- Describing the role
- Describing the person
- What's the proposition?
- The first sentence – why it matters, and why it doesn't
- Pushing your copy into clear headings
- Force the trigger words forward
- Faulty phrases
- 'Desirable', '...or equivalent' and other nonsense

- A rough guide on length – and tools that help
- Search: how the main job sites work, and what Google thinks
- Simple writing tricks you need to use
- Brilliant bullets
- Make links work harder
- De-clutter and de-jargon– aim to be understood
- Proofing
- Style – how to make your copy consistent

Want more? We work with the recruitment communication experts at **Fenning Lovatt Partnership** – to deliver a full suite of sessions for in-house recruitment teams. From designing the job posting process, to unpicking the best media choices, we can help.

Just call us on **0203 603 7740** or **0141 530 3422**.

A word about exercises

We work through at least six exercises in a full day session – these are solo and group tasks. Most are completed on paper; we usually project the task on the screen. Some are more informal, and completed on a flip chart. To create these exercises, we'll collect material from your website, Twitter feed and Facebook page. If you'd like us to look elsewhere – including competitor or partner websites – just let us know.

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Ready to talk? Call us on **0203 603 7740** or **0141 530 3422**

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