



HOW TO WRITE PERFECT COPY

A ONE-DAY COURSE

DELEGATE RATE: £395
SIX HOURS CPD AVAILABLE

BL
TRAINING

This introductory course is for anyone who wants to improve their writing skills, whether that's feature writing, articles, expert pieces, blogging or newsletters. With a focus on long-form writing, the course mixes seminars with practical exercises that will help you understand the key components of writing perfect copy.

No matter who you're writing for, this one-day masterclass in copywriting will help you make your message clear, concise, memorable, and even entertaining.

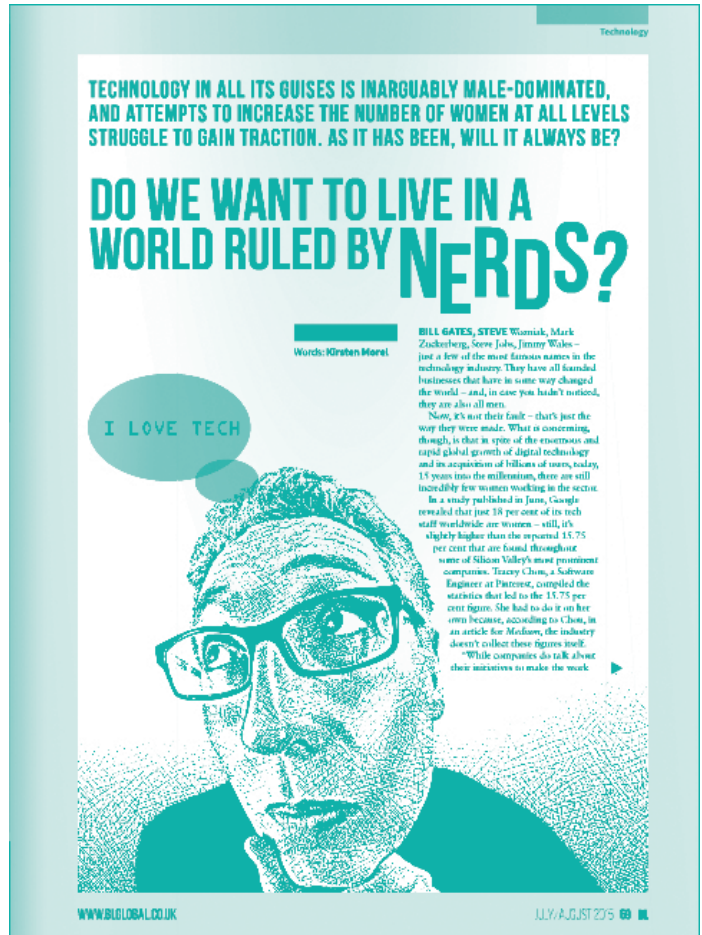
The course will cover:

- Understanding your audience and tailoring your content to them
- How to plan and structure your copy
- The essential components – headlines, standfirsts and subheads
- The importance of first and last sentences
- 'Page furniture' and when to use it
- Common mistakes – and how to avoid them
- Using quotes to bring your copy to life
- How to edit your own copy
- Creating engaging stories out of the driest facts
- Improving your readability
- Tone and language – how to establish a readable, memorable style
- When (and when not) to use humour
- How to convey technical information in an easy-to-understand and interesting way
- How marketing and writing for the web require extra thinking

COURSES ARE LIMITED TO A MAXIMUM OF EIGHT DELEGATES TO MAKE SURE THAT EVERYONE GETS THE MOST OUT OF THE DAY

ONE MONTH OF EDITORIAL SERVICES FREE!

All delegates will receive one month of editorial support following the course (limited to two pieces of copy).



Who is the course for?

Anyone who's interested in all aspects of copywriting in print or online – whether general, specialist, technical, in-house or consumer. It's also ideal for anyone working in PR.

This course is for you if:

- You want to improve the quality of your written copy
- You struggle to get across the message you are trying to convey
- You want to write sharper, more effective copy
- You want to learn about the techniques and practicalities of writing longer pieces of copy

HOW TO WRITE PERFECT COPY

9.00AM

WELCOME AND INTRODUCTION

What do we mean by 'perfect' copy?

9.15-9.45AM

BEFORE YOU WRITE YOUR FIRST WORD

- What do you know about your audience?
- What is your main message and your angle?
- Common mistakes that people make

9.45-10.45AM

STRUCTURING YOUR COPY

- Choosing the right 'format'
- Writing a brief
- Adding flesh to the bones

BREAK

11.00-11.45AM

tone of voice/style

- Why your audience determines your voice and the language you use
- Putting just enough of yourself into what you write but not too much
- Why humour can make or break a feature

11.45AM-12.45PM

THE BEGINNING AND THE END

- Headlines, standfirsts and leads... and conclusions
- How to write a good intro
- Why a strong ending is important

LUNCH



1.30-2.15PM

GETTING THE WORDS DOWN

- Different writing techniques
- Constructing simple, effective sentences
- How to keep the article flowing
- What to do if you get stuck – 'fear' of the blank page

2.15-2.45PM

USING STATISTICS AND QUOTES

- What makes a good quote?
- Using quotes to add emotion, opinion and a change of voice
- Making the most of statistics

BREAK

3.00-4.00PM

EDITING YOUR OWN WORK

- Why editing can be more important than writing
- Clarity and economy – getting rid of superfluous words
- How to work out what's wrong and how to fix it
- Edit and edit again

4.00-4.15PM

FOR YOUR CONSIDERATION...

- Style sheets – how to make sure you're consistent
- A few thoughts on writing marketing material
- Writing for the web

4.15-4.30PM

SUMMARY AND CLOSING Q&A

SHOW US WHAT YOU'VE GOT!

Prior to the course, delegates will need to provide a piece of long-form copy that they've already written.

A certificate will be provided for the number of hours attended, which may count towards CPD requirements. The maximum available for this course is six hours.

HOW TO WRITE PERFECT COPY

A ONE-DAY COURSE

DELEGATE RATE: £395 (+GST IF APPLICABLE)



BOOKING FORM

FIRST DELEGATE

First name

Surname

Email

Date of course

SECOND DELEGATE

First name

Surname

Email

Date of course

THIRD DELEGATE

First name

Surname

Email

Date of course

BOOKING CONTACT

First name

Surname

Company

Address

Email

I enclose a cheque made payable to Chameleon Group Ltd for: £

PLEASE RETURN THIS FORM, TOGETHER WITH PAYMENT, TO:

Jane Gregory at Chameleon Group Ltd, Floor One, Liberation Station, Esplanade, St Helier, Jersey JE2 3AS

Tel: 01534 615886 or 07797 796377

Email: jane.gregory@blglobal.co.uk

Places will be allocated in strict order of receipt of registrations and payments. Courses are limited to a maximum of 12 delegates – if a course is already fully booked, we will offer the option of going on a waiting list and/or being booked on a later course. Payment must be made prior to the course and no refund of fees will be made for cancellation of registrations made less than seven working days prior to the course. You may substitute a named delegate to replace the original delegate at any time prior to the course. Chameleon Group Ltd reserves the right to cancel or reschedule the course without prior notice and to amend or alter the published syllabus in exceptional circumstances. One month's free editorial services refers to assistance with a maximum of two articles up to one calendar month post-course.