
Copywriting: How to Write Copy That Sells

Immerse yourself in a full day of copywriter fundamentals when you register for this LIVE, virtual training event. Master the skills you need to write compelling copy that engages your audience and grows your business.

This interactive, instructor-led workshop shares the secrets copywriting pros use for success in every medium — from print ads, newsletters and sales flyers to emails, landing pages and social media.

Learn how to write powerful, action-oriented headlines and how to turn features into the *benefits that sell*. Get the rules all great writers know and the techniques that will take your copy to the next level. You'll even have the opportunity to practice what you've learned before you head back to the keyboard for your next project. So bring your questions...because you're sure to find the answers here.

Session 1

Writing to Your Audience Every Time

- Effective targeting techniques that zero in on your audience
- How to select your product's most compelling benefits
- Identifying what motivates your audience
- Generational information and demographics that differentiate audiences

Session 2

Copywriting Commandments Every Great Writer Should Know

- Writing with purpose to deliver copy that prompts action
- Building rapport and choosing words that instantly connect with the reader
- How to translate product features into customer benefits
- Creating powerful headlines and tag lines guaranteed to grab attention

Session 3

Techniques Guaranteed to Take Your Copy to the Next Level

- Opening lines and body copy that draw customers in *and keep them reading*
- Knowing which words will strengthen your sell — and which ones you should avoid
- How to combat tired words and phrases to keep the content fresh and interesting
- USP — what it is, why you need one and how to nail it

Session 4

The Rise of Content Marketing

- Storytelling techniques and tips for telling the most effective stories
- Keep it conversational — how to talk one-on-one even when you're reaching millions
- What you can learn from real-world success stories
- Fighting writer's block — how to maximize your idea power

Session 5

Navigating the Social Media Landscape

- Leveraging your content into a tighter community for more buzz and more sales
- Copywriting rules for social media you absolutely cannot break
- Should you share and link to content from other sites — even competitors?
- The bottom-line when it comes to digital and social media marketing



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