



# Copywriting Course

A 5 Star Rated course from the  
Marketing experts





# Copywriting Course

This is a one day training course and workshop in which you will learn about the concepts, structures and skills of commercial copywriting.

## Introduction

Copywriting ties all of your marketing together. It's a skill that can be used to create everything from content marketing to product descriptions to being able to include on-page SEO in a way that makes sense.

This course will help you create great copy for a range of different media, including email, letters, websites, literature, social media, press releases etc.

## Who would benefit from this course?

This training course is ideal for anyone who wants to feel more confident and improve their copywriting skills.

You might have some experience of using writing for a business or organisation, but it is not necessary.

## Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

I really enjoyed the course today; Mike is a great trainer and helped me gain confidence in all forms of writing.

I was able to improve a press release I did in 45 minutes just from the training which was provided. Thank you Mike.

Samantha R  
TeamKinetic



## Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£295 + VAT	£495 + VAT
Online	£250 + VAT	£375 + VAT

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online from £550. Please email or call us with your preferred venue, number of delegates and any requests.



# Copywriting

## Course Outline

This course will teach you how to use the power of words to create more effective and memorable copy.

### Learning Outcomes

At the conclusion of this Copywriting course, participants should understand:

- The importance of targeting your readers
- How to create compelling messages
- Sentence and story construction
- Writing clean copy without errors
- How to find your voice as a writer

### Course Content & Structure

#### Learn the essential skills

- Identifying and addressing your audience needs
- Creating a narrative
- How to get going
- Strategies for keeping readers engaged
- Focusing on the key messages and reducing repetition
- Strong nouns and verbs
- Creating pace and rhythm
- Active v's passive
- Editing tips
- Identifying errors - proofreading exercise

#### Practical Workshop & Feedback

Delegates will then participate in a practical workshop, consisting of a number of exercises, one of which will be based upon material from their own workplace.

Detailed feedback is provided on the work and channelled into focussed and positive discussion on building copywriting skills.

#### Questions & Answers

To book please see next page

Google

5.0 ★★★★★

The exercises were really helpful, I felt like the course had been tailor made for our needs and exceeded expectations.

Mike was really helpful and gave us the confidence to work outside of our comfort zones, as well as providing really helpful feedback

Kathy R  
Bupa

For private courses the course content can be adapted to suit your requirements. Please contact us to discuss your requirements.





# Copywriting Course

## Why Choose M Training's Email Marketing Training Course

- Run by Copywriting expert who worked as a journalist for the BBC & in newspapers and as head of the Journalism School at UCLAN before becoming a freelance copywriter, writing for many companies, agencies & organisations
- This course is limited to 4 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester Leeds, Liverpool, and Birmingham.
- Choose from public, one to one and private group courses
- Lunch & refreshments provided
- Certificate of achievement

## Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and £550 (full day) for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

## How to book

**To reserve your place on our 1 Copywriting course, simply pick your preferred date and book on our website, send us an email or give us a call.**

**Or if you prefer, we offer private and In-House training on request.**

**Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)**

**Call: 0161 226 6032**

**Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)**

**We offer group booking discounts for two or more delegates.**

This was the best course I have been on and I will be able to use what I have learnt on a daily basis in my job

Nicola C-W  
Trafford College