



Copywriting Course

A 5 Star Rated course from the
Training 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 & Online Courses

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

Our classroom courses are run as private 121 or group courses at our premises in Manchester or at your anywhere in the UK.

Our online 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

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £690 and Online from £590.

Please email or call us with your preferred venue, number of delegates and any requests.



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



Copywriting

Course Outline

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



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

Samantha R
TeamKinetic

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 Copywriting 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 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient location in Manchester & Online
- Lunch & refreshments provided
- Certificate of achievement

Private and One-to-One Courses

One-to-one and private group courses are available from £690 for a one day classroom course and from £590 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 book the 1 Day Copywriting course, us an email or give us as call.

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

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: 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

