



# Copywriting

A one day, 5 star rated course



# 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.

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

## Learning Outcomes

On completion 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

## Suitability - Who should attend?

This course is designed for anyone in a business or organisation who want to develop their copywriting skills.

## Price and Venues

Manchester Science Park: £265 + VAT

Other venues and private courses on request

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

The course was enjoyable, very well presented and Mike was extremely knowledgeable. The course was perfect and the trainer was brilliant!

Kirsty Hewitt | NCC Group

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 Cutts-Watson | Trafford College

## Private & One to One courses

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

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided





# Copywriting COURSE OUTLINE

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

## Course structure:

Participants will be shown the five essential elements of successful copywriting before taking part in a number of practical writing workshops, at least one of which will be based on material from their own workplace.

Detailed feedback is provided on the work and channelled into focused discussions on building copywriting skills.

Participants are finally asked to identify a series of action points to continue their development after the course.

You may also use the continuing online support offered by the tutor.

The course was really wonderful, and will change the way I work with copy.

**Susie Bains | George House Trust**

I found the course very informative and interesting. I learnt how to improve my skills and how important it is to create good, relevant & engaging content.

**Jane Hawarden | Horsfield & Smith**

Fantastic course, Mike is very knowledgeable and invited 'real world' discussions. I would highly recommend for all marketing experts.

**Claire Whittle | Business Growth Hub**

## How to book

To reserve your place on our Copywriting course, simply pick your preferred date and location, and send us an email or give us a ring.

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.

