

Write to Sell

Certified professional copywriting course

Copywriting is a vital skill for all marketing and comms professionals. Whether your team is commissioning copy or crafting it themselves, make sure they understand the tenets of highly engaging, persuasive writing so they can start getting real results.

With our Write to Sell packages, your team can learn from the best. Access teachings from our highly experienced copywriting team through online and live trainings, practice exercises, personal feedback and even private coaching. Our packages offer complete flexibility and can be tailored to your specific needs.

Online modules

INTRO

Introducing you to your new superpower

How to get the most out of this training

1

Knowing your audience

Understand how getting to know your reader will help you hit all the right notes

Key takeaways

- How to build a detailed reader avatar
 - Where to get better insights into your reader's mind
 - How your reader avatar will guide your copywriting
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2

The art and science of persuasion

Learn the tips and tricks that will make you the master of persuasion

Key takeaways

- How to talk about benefits, not features
 - How to push emotional buttons and trigger action
 - The persuader's toolkit
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3

Being clear and concise

Master the challenging but vital skills of being clear and concise

Key takeaways

- Why clarity and brevity are so important
 - How to ensure your writing is read and understood
 - Exceptions to the brevity rule
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4

Brand voice and style guides

Understand why your brand needs a unique and consistent voice

Key takeaways

- What a strong brand voice sounds like
 - How to create yours
 - How a consistent style helps boost brand recognition
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5

Writing content your readers will love

Learn how to guide your leads through the buyer's journey with a smile on their face

Key takeaways

- How content marketing differs from traditional marketing
 - What makes great content
 - Ways to get started
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Online modules

6

Websites and online copy

Understand how to write for the internet, and most importantly, your website

Key takeaways

- How reading on-screen is different
 - What to think about when writing digital copy
 - Key elements of an effective homepage
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7

The perfect marketing email

Get step-by-step guidance on crafting a high-converting EDM

Key takeaways

- Why segment your database
 - The anatomy of the perfect EDM
 - How to craft a subject line that will skyrocket open rates
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8

The magic of storytelling

Explore the hot topic of the decade and how you can harness this powerful art for yourself

Key takeaways

- Why stories are so powerful
 - The elements of a great story
 - How to use storytelling in your marketing
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9

Split testing for a definitive answer

Learn to take the guesswork out of your copy and pin down the words that work

Key takeaways

- Types of split tests
 - Our 7-step split testing guide
 - Useful split testing tools
-

10

Keywords and SEO

Learn about these crucial elements of content strategy and creation

Key takeaways

- Why your Google ranking is gold
 - How to use keywords to guide your content strategy
 - How to get promoted, not penalised, by Google
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Starter level



Video trainings

Participants will discover the key tenets of effective copywriting with 10 comprehensive video trainings of around 20 minutes each. Each module addresses a vital aspect of writing to sell and includes clear examples and practical tips.

Participants can log on at their convenience from any device.



Exercises

Knowledge is nothing without application and reinforcement. Participants will be asked to put their learnings into practice immediately through practical exercises at the end of each module. It's vital to polish a newfound skill until it becomes second nature.

Pro level

All of the above plus



Personal feedback and certification

Participants will be invited to submit their exercises for review by our professional copywriters. Each participant will get individual feedback on what they're doing well and what they need to work on, along with practical tips on how to improve their writing and of course, plenty of encouragement.

Participants who complete all exercises to an acceptable standard will receive a professional copywriter certificate.



Forum

Participants will have access to the Write to Sell forum to chat to other budding writers, exchange tips, ask questions and seek feedback. Our copywriting coaches visit the forum regularly to provide clarity on any tricky issues.

Master level

All of the above plus



Monthly webinar

Participants can log on to a monthly webinar to build on their newfound writing skills. Each month we will explore a new topic or take a more in-depth look at the material covered in the video trainings. There will also be a Q&A session, allowing participants to get an instant response to their queries. All sessions will be recorded and can be viewed later by participants who can't make the time slot.



Live training

Our expert trainer will deliver a full-day live training at your office or a venue of your choice. This highly interactive session can be tailored to the specific needs of your team, looking at the kind of material most often produced.

Fast-track add-on



Private coaching

Our highest and most effective level of training is recommended for senior executives and rising stars. Participants will work with their own personal writing coach during six phone-in sessions of 40 minutes each. They can get feedback on pieces they're working on, ask all those niggling questions and get tailored guidance and practice exercises. This completely tailored teaching takes writing skills to the highest possible level, fast.



Email access

Participants will have email access to their private coach. They can reach out for expert advice whenever they're struggling, have a query or just need a little encouragement.