

European Copywriters Conference 2019

Copywriting for non-copywriters

You probably produce copy yourself. It's part of your job. After all, you know the project better than anyone else.

Where do you start? How do you match creative flair with the demands of the brief? And how do you judge whether your copy's any good?

This practical workshop introduces the specialist skill of producing copy that sells, promotes and nudges your reader to act. You'll leave with a wealth of ideas to transform your copy, on time and on budget.

We'll look at how to:

- fulfil the contract your reader is making with you;
- develop the voice of your brand or your organisation;
- plan your copy using a range of powerful structural tools;
- find the words that lift your copy out of the everyday;
- break through copywriter's block;
- tailor your copy to different channels: formal proposals, press releases, articles, blog posts, brochures, direct mail, and social media.

Be ready to write. We'll be creating real copy in real time. We also aim to have a good deal of fun.

This course is limited to eight delegates. Please bring a laptop if possible.

Who is this workshop aimed at?

Copywriting for non-copywriters is aimed at marketing, comms and PR professionals, and anyone who produces copy as part of their work.

The workshop will also be of interest to freelancers and self-identified copywriters who want to upskill and broaden their horizons.

The Programme

- Introduction and objectives
- Three-dimensional copywriting: sense, structure, style
- Taking a systematic approach
- Profiling your reader
- Instant copywriting
- What works: the basic half-dozen techniques
- Four (and more) ways to make your copy zing
- The reader contract (and how to respond)
- Fitting the context: design, format, medium
- Shaping the copy: structures that work

European Copywriters Conference 2019

- Finding your voice (and developing it)
- Making sense of benefits (and making them interesting)
- Awakening desire: six patterns of influence
- When stories really work (and how to use them)
- Building commitment
- CTA (the do's and don't's)
- Developing your style
- How to stop writing the obvious
- Breaking through copywriter's block
- Five ways to write more compelling headlines
- Going creative: avoiding the bland, the bloated and the boring
- Adapting your skills to different media
- What you really need to know about SEO
- Creating a workable copywriting brief

You'll leave with:

- A comprehensive and structured approach to copywriting
- Tools and techniques to shape and style your copy efficiently
- Tricks to trigger your creativity
- Assessment tools to help you evaluate your copy
- New contacts, ideas and perspectives on the profession

Participating in *Copywriting for non-copywriters* also plugs you into EUCopywriters, a new community of copywriting professionals across the continent, offering ongoing support and advice.

European Copywriters Conference 2019

Alan Barker

Alan is a training consultant with over 25 years' experience, specialising in communication skills and creativity. He is a member of the [European Speechwriter Network](#), for whom he runs regular training workshops in London and across Europe.

Alan has worked on every continent apart from (so far) Australia and Antarctica. He is the author of over twenty books and ebooks. *Improve Your Communication Skills* (Kogan Page) and *How to Solve Almost Any Problem* (Pearson) have been translated into over a dozen languages. Details of his clients and publications are on his [blog](#), which also includes a number of articles on speechwriting.



Current clients and partners include:

- The Chartered Institute of Marketing, for whom Alan runs a copywriting masterclass;
- The Institute of Chartered Accountants in England and Wales, for whom he runs a suite of communication skills courses;
- The British Science Association, with whom he coaches speakers for the British Science Festival each year.

Other regular clients include the Greater London Authority and the Directory of Social Change.

Before becoming a training consultant, Alan was a professional actor for fifteen years, working on stage, television and radio. He now sings with the Bath Bach Choir and the BBC Symphony Chorus. When time permits, he returns to his home in Wiltshire, England.

