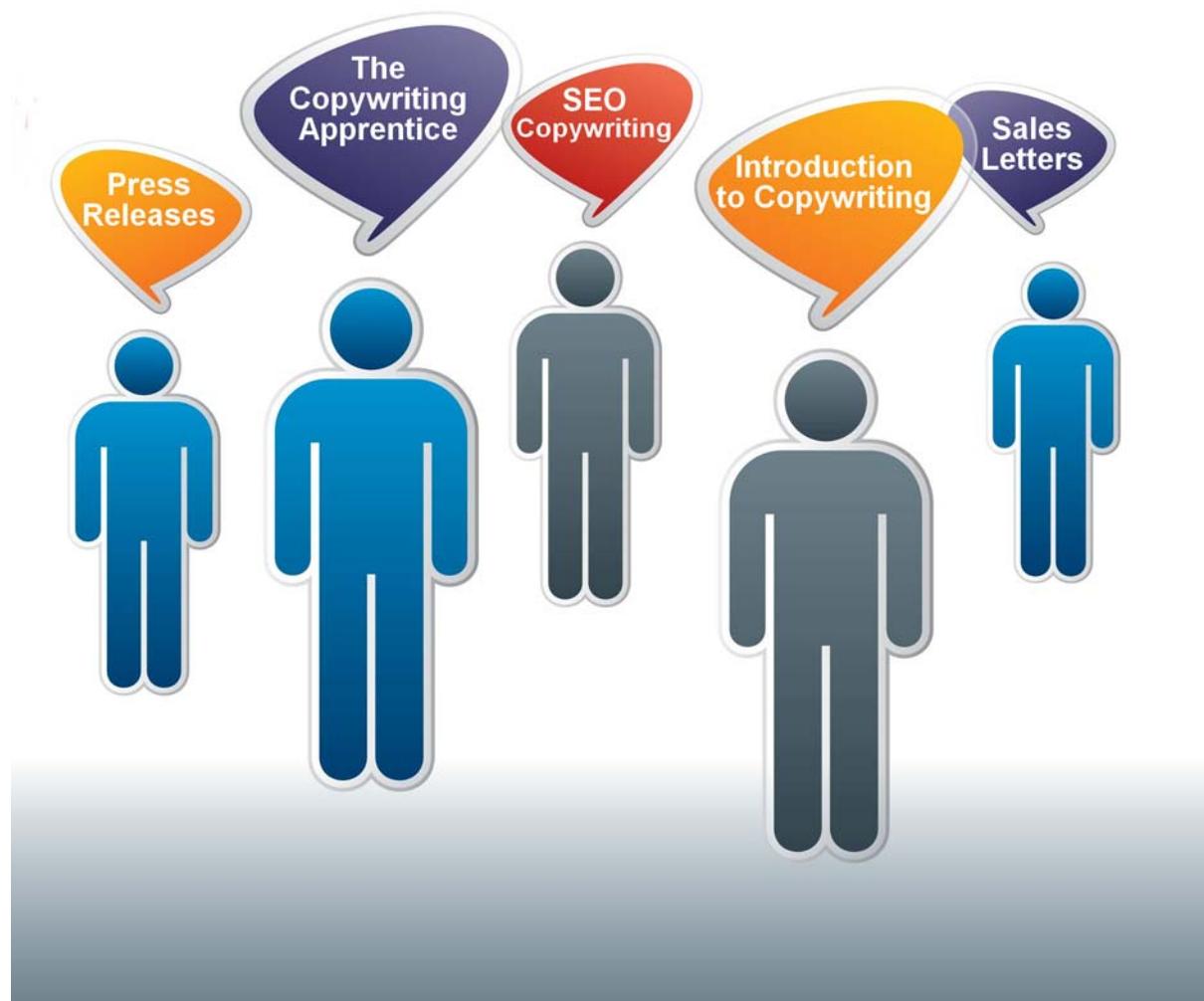


Copywriting Training Ltd

Distance learning copywriting courses



Prospectus

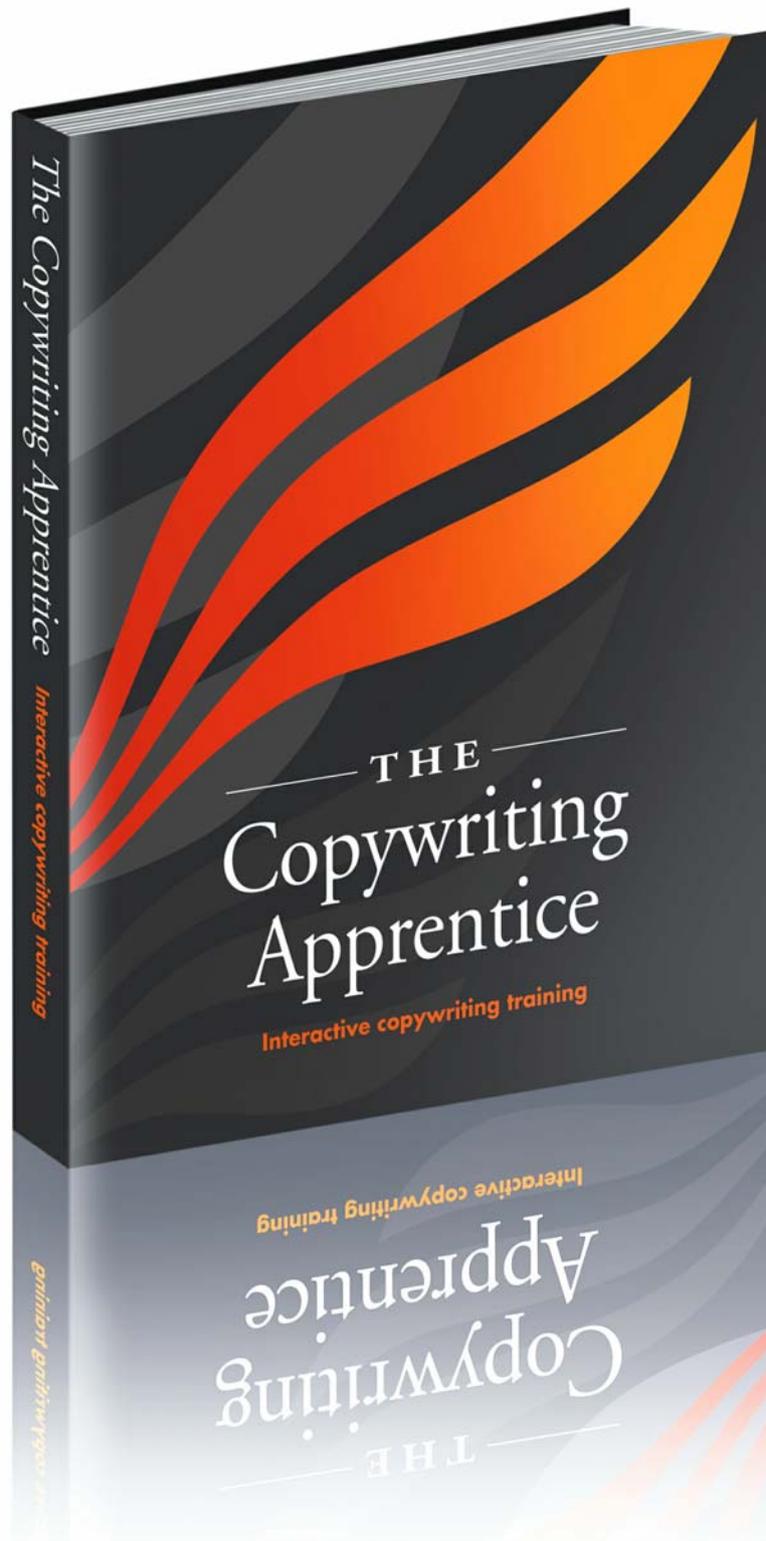


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Section One

The Copywriting Apprentice



1 What is the Copywriting Apprentice course?

Written and developed by highly experienced copywriters and trainers, the Copywriting Apprentice is a comprehensive distance learning course ideal for everyone considering a copywriting career.

We believe it is the most up-to-date and in-depth copywriting course available today, and essential for everyone who aspires to become a professional copywriter.

1.1 What does the Copywriting Apprentice include?

	Copywriting Apprentice	Training Course A	Training Course B	Training Course C
Textbook as standard	✓	✗	✓	✗
Online learning system	✓	✓	✗	✗
Chapters / modules	21	20	10	14 (Print your own PDFs)
Tutor-marked assignments	12	11	6	1
Telephone tutorials	3	✗	✗	✗
Online resource library	✓	✗	✗	✗
Specialist copywriting training company	✓	✗	✗	✗

1.2 Regularly updated material

Because we live in a fast-moving, technology-driven world, it's vital your chosen copywriting course keeps pace with changes. This is particularly important in the online copywriting chapters of the course. To make sure the Copywriting Apprentice course is always up-to-date, its content is reviewed every year.

1.3 Reviews

1.3.1 What an award-winning copywriter said about the Copywriting Apprentice

Hannah Martin is a multi-award-winning copywriter. Her career started in the 1990s at Ogilvy & Mather in Hong Kong. Over the years, Hannah has worked for some of the world's biggest and most prestigious advertising agencies, including TBWA/GGT, Glue London, Wunderman and Tribal DDB.

You can read what Hannah Martin said on the [Copywriting Apprentice blog](#). Below are some excerpts ...

You do need to train to be a copywriter. Training isn't spending money - it's an investment. People might look at your course and think, gosh that's a lot of money. But when they have that training, they can earn that money back.

"I would not have written the article about the course and recommended it had I not felt it had value. That's me putting my name to it. I did that because I could see the course is intended

genuinely to turn out people who will have a rounded set of skills and can find work as good copywriters. And you care about making sure people have those skills.

1.3.2 Podcast radio interview

Want to know more? Listen to Course Director Joy McCarthy and former student Debbie Thomas of Grangewood Copywriting in this [radio show podcast](#) talking about the importance of training.

1.4 Benefits of training with the Copywriting Apprentice

1. A comprehensive, well-structured copywriting course written and delivered by trained professionals.
2. The Copywriting Apprentice tutors have training or teaching experience to help you get the very most from your studies.
3. One month's no-quibble guarantee over and above your legal statutory rights.
4. Professionally printed textbook for every student.
5. 24 / 7 access to the Learning Gateway - the Copywriting Apprentice's Learning Management System.
6. 12 written assignments based on real life copywriting projects
7. 17 interactive end-of-chapter revision quizzes to test your knowledge
8. 3 one-to-one telephone or Skype tutorials with your tutor
9. A comprehensive online Resource Library at your disposal
10. Study where and when it suits you best
11. A year to complete your studies

2 Is there a market for copywriting?

If you're thinking of becoming a copywriter, no doubt you want to know what's involved. You might be hoping to find an employed position as a copywriter, or plan to offer your services on a freelance basis.

You might also be wondering if you'll be able to find work, and what sort of market there will be for your services. Ultimately, you'll be wondering how much you will earn.

If you look online, you'll find many websites which promise you huge rates of pay in return for little effort. All you have to do is sign up, and in just a couple of weeks you'll be a fully-fledged copywriter earning footballer-proportion wages. We don't make unrealistic promises like this.

To become a successful copywriter you need the right skills, plenty of guts and determination, and you must be prepared to work hard. And the first step towards achieving your goals is professional training.

Technology has had a huge impact on the copywriter's role. A few years ago, as a copywriter, you would have expected to work in the advertising industry. Writing adverts was said to be the copywriter's bread and butter.

Because companies can promote themselves so effectively online, investment in traditional advertising has declined. Websites, online



advertising, e-commerce and social media, allow a company to target their market more accurately and at lower cost.

Our uncertain economic climate has also resulted in a reduction in advertising budgets. The price of traditional advertising is prohibitive compared to the costs of advertising online. So today's copywriters are much more likely to find work writing website content or online articles than creating adverts.

For the copywriter, this is a significant benefit. Even the smallest companies, which previously couldn't afford expensive advertising campaigns, have websites, and many engage copywriters to write the content. So despite the economy and the change in attitude towards advertising, there are more opportunities for copywriters than ever before.

For the copywriter, this presents a challenge. Not only do you need writing skills, you must also understand and work in a technology-driven arena. Because online writing is bread and butter for today's copywriters, The Copywriting Apprentice course includes an extensive Block of five chapters devoted to this subject.

2.1 What skills or experience do I need to become a copywriter?

If you have a good command of the English language and enjoy writing, you have the potential to become a copywriter. You don't need a university degree or qualifications, but you do need a good standard of education.

Because copywriting is an integral part of an organisation's marketing, some experience in this field will help, but it's not essential. As well as teaching you copywriting skills, the Copywriting Apprentice course also includes three chapters on marketing.

Because copywriters write for a wide range of different industry sectors, you will have to conduct a lot of research. So you should enjoy learning about new things and have an enquiring mind.

You will need to be IT literate and comfortable using word processing software (such as Microsoft Word), email and the internet. Because so much of a copywriter's work is internet-based, you will have to be prepared to stay up-to-date with technological developments and changes.

If you plan to become a freelance copywriter, you will have to deal with clients and manage all the different aspects of self-employment. In the final Block of the Copywriting Apprentice course, we give you advice on how to set up and manage your freelance business.

3 The Copywriting Apprentice course

The Copywriting Apprentice is a distance learning course (sometimes called 'home study'). This means you study at home in your own time, without having to attend classes. You can study at your own pace wherever and whenever you choose.

When you enrol with the Copywriting Apprentice, you receive a printed textbook and have unlimited access to the course in the online Learning Gateway.

The Copywriting Apprentice course has been created by professional copywriters who have many years' experience working for companies and organisations of all sizes in the UK and overseas.

Easy to understand and follow, the course is divided into 21 chapters and includes:

- 12* tutor-marked assignments
- 17 interactive online quizzes
- 3 telephone one-to-one tutorials

**Includes initial assignment*

Each chapter of the course is divided into easily digested, bite-size pieces. This means you don't have to spend hours at any one time studying, but can dip in and out of the course at a time that suits you.

3.1 One year to complete the course

When you enrol with the Copywriting Apprentice, you have one year to complete the course. You will find some copywriting courses which don't set a time-limit on completing your studies, and at first this might seem like a benefit.

However, not having a set timeframe is, in fact, a disadvantage. Without a deadline to work to, it's too easy to let your studies slip and you will become demotivated. If you don't maintain a study schedule, you will forget what you have already learned and will make little progress. Copywriters have to work to deadlines, so having a deadline of a year to complete your course is also part of preparing you for your new career.



3.2 The Pre-course Assessment

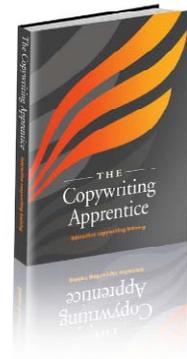
The Pre-course Assessment is a unique feature of the Copywriting Apprentice course. Once you have enrolled, you are asked to write a short essay (about 1,000 words) telling us about yourself and your copywriting aspirations.

We're not looking for anything clever or any specific copywriting skills. The Pre-course Assessment allows us to check you have the necessary writing skills and command of the language to complete the course and build your new career as a copywriter. This protects you and your financial investment.

Sadly, not everyone who aspires to be a copywriter has the writing skills needed. For example, someone from overseas might not have a good enough command of the language. They would be wasting their hard-earned money on a course they wouldn't benefit from. In this situation, that person's course fees are refunded in full so they are not out-of-pocket.

3.3 The Copywriting Apprentice text book

Some courses offer of a print version at additional cost. But we believe however useful and convenient online learning might be, with a course of this length, a printed textbook is essential. So, every Copywriting Apprentice student receives a copy of the course textbook.



Unlike other courses which send PDFs you must print yourself, or cumbersome, heavy ring binders, the Copywriting Apprentice has a professionally printed textbook. Around the size of a standard 'Dummies' book, it is easy to carry around with you and fits comfortably on a bookshelf. And when you've completed your training, you will still have your textbook as a valuable reference.

3.4 The Learning Gateway

This is the Copywriting Apprentice online Learning Management System. Every student has their own private area on the Gateway, which includes the online version of the course. Here you can study, complete your end-of-chapter revision tests and submit your assignments for marking. You can also send and receive messages and store your own private study notes.

As well as using the Learning Gateway to study, you have unlimited access to our student Resource Library. This is packed with information, fact sheets and links to a range of topics relevant to your copywriting career.

3.4.1 Graduate Zone

When you're part of the Copywriting Apprentice community, we don't wave goodbye when you've completed your course. You still have a Learning Gateway account where you can continue to access the ever-growing research information in the Resource Library whenever you choose.

3.5 Your Copywriting Apprentice tutor

When you enrol with the Copywriting Apprentice, you are assigned an experienced, friendly tutor, who will work with you for the duration of your training. If you have any queries, you can email your tutor at any time or send messages from your Learning Gateway account. Your tutor is responsible for marking all your course work and will send you detailed feedback on your assignments.

3.5.1 Assignment marking

When we receive your initial essay, we're not looking for any specific copywriting skills. This first assignment simply tells your tutor a little about you and gives an indication of your writing ability. You are not graded on this assignment.

Once you start studying, your tutor will award you a percentage grade for each assignment. We don't simply give our students a pass or fail, or an A, B or C grade. By giving you comprehensive feedback on your assignments with a breakdown of marks, you can identify your strengths and your weaknesses, and see clearly which areas you need to work on.

3.5.2 Sticky Tests - interactive online quizzes

The course also includes online multiple choice revision tests. These tests carry 5% of the overall marks awarded for the course.

3.5.3 One-to-one tutorials

Included in the Copywriting Apprentice course are three 30-minute tutorials. These sessions allow you to spend time talking to your tutor and give you the opportunity to discuss topics in depth and also discuss any problems you might be experiencing.



Distance learning can be a lonely experience, but having the opportunity to talk to your tutor helps combat feelings of isolation. You can choose to have your tutorial by phone or via an online link using Skype.

Few copywriting courses give you the opportunity to have one-to-one sessions with your tutor. Student feedback confirms this is a very valuable and motivational part of the course.

4 The Copywriting Apprentice syllabus

The Copywriting Apprentice course is logically arranged in 5 sections or 'Blocks'.

Pre-course introduction

You receive this introduction to the course by email. It explains how the course is structured and a little about what you can expect from your copywriting career.

When you have read through this section, we ask you to write and tell us about yourself and your goals and aspirations. You will receive your Copywriting Apprentice text book shortly after sending us your introduction essay.

Your essay is designed to tell us a bit about you. This is important because you and your tutor will have a close working relationship while you are studying.

The introduction essay helps us understand your existing writing skills and style. Finally, your essay is used again in a special assignment in Block 1. You rewrite your essay using all the copywriting styles and techniques you have learned in the first block of the course. You will be surprised at how much your writing style has changed after studying just a few chapters of the Copywriting Apprentice course!

Block 1 - Basic copywriting techniques

Welcome to the Copywriting Apprentice

This block looks at some of the skills and techniques you must master to become a successful copywriter. These are the foundations on which the course and your learning are based.

Chapter 1 - Getting started as a copywriter

Here we look at some of the practical considerations of studying, and what you will need to think about if you're going to work from home.

Chapter 2 - More than just words

Good copywriting calls for more than being able to write well. This chapter looks at the wider picture and explains some of the techniques you can use to encourage the audience to read and act on your copy.

Chapter 3 - Copywriting techniques and styles

Copywriting has a distinct style. In this chapter, we examine some of the basic rules of copywriting and how to develop a good style.

Chapter 4 - Proofreading and checking your work

No matter how talented a copywriter you are, mistakes in your work will make you look unprofessional. Everybody makes mistakes when they write. This chapter looks at the importance of accuracy and how you can proof and polish your writing to meet your client's exacting standards.

Chapter 5 - The copywriting brief

Before you can start work on a client's project, you must take a comprehensive brief. Learning to take the brief is as important as learning writing skills. Without the right information, you won't be able to write effectively. This chapter explores how you can take a copywriting brief.

Chapter 6 - Writing about features and benefits

It's critical a copywriter understands the difference between a feature and a benefit. Knowing how to write about them effectively sets a good copywriter apart from an average one!

This Block includes 2 tutor-marked assignments and 5 online revision tests.

Block 2 - Online copywriting

Online copywriting is a huge potential market for the copywriter. Therefore it is essential you learn the mechanics of writing online copy.

Chapter 7 - Search Engine Optimisation (SEO)

This chapter is an introduction to the copywriter's role in the SEO process. Every client expects their website to perform well. Copywriting is a key element of SEO.

Chapter 8 - Website copywriting

Copywriters who can write effective website copy are much in demand. This chapter looks at websites and what you, as a copywriter, can do to make them powerful marketing tools.

Chapter 9 - Content marketing and blogging

Content marketing is a growth market for the copywriter. In this chapter, you will learn to write articles specifically for use online.

Chapter 10 - Writing email newsletters

Communication is a key element of marketing. Today, companies of all sizes use email marketing to increase their sales. This chapter looks at email newsletters, the technology behind them, and how they can be written to best effect.

Chapter 11 - Online advertising

Advertising online is popular and cost-effective. In this chapter we look at different types of online advertising.

This Block includes 4 tutor-marked assignments and 5 online revision tests.

Block 3 - Offline copywriting

In this block you will learn to write offline copy. Although online writing is currently dominating the market, a copywriter must master the skills to write for both.

Chapter 12 - Direct mail copywriting

Direct mail letters are still a useful marketing tool. We explore some of the psychology behind an effective direct mail campaign and how to write powerful letters.

Chapter 13 - Writing for print

In this chapter, we look at writing for print media. This includes brochures, flyers and other types of promotional material.

Chapter 14 - Press release writing

PR is a powerful medium, and learning how to craft a potent press release is an essential skill for the copywriter.

Chapter 15 - Writing for printed newsletters

In this chapter we learn how to write articles for printed newsletters. Although electronic newsletters were covered in Block 2, printed newsletters call for a different writing style and techniques.

Chapter 16 - Writing persuasive adverts

Advertising has long been the mainstay of marketing campaigns. Chapter 15 looks at how you can create effective adverts which provide a return on investment.

This Block includes 2 tutor-marked assignments and 4 online revision tests.

Block 4 - Your copywriting business

Having mastered many copywriting skills, this block looks at how you can put them to use by setting up your own freelance business. You will learn more about marketing, which will help you and your prospective clients.

Chapter 17 - Setting up your copywriting business

Many student copywriters want to be self-employed. This chapter explains what you need to do to achieve this and some different ways you can set up your business.

Chapter 18 - Marketing yourself as a freelance writer

The most successful copywriters are those who can market themselves effectively. Chapter 16 covers some of the basic principles of marketing.

Chapter 19 - Introduction to offline marketing

This chapter looks at the many offline marketing techniques you can use to promote your services. Understanding these will not only help you build your own business, it will enable you to offer your clients a good service.

Chapter 20 - Internet marketing

Every copywriter needs to understand internet marketing. This knowledge will help you market your services cost-effectively online.

Chapter 21 - The beginning - not the end

This is the final chapter in your course. It might be the end of your training, but more importantly, it is the beginning of your new career in copywriting.

this Block includes 1 tutor-marked assignment and 2 online revision tests.

4.1 On completion of your course

When you have successfully completed your course, you are awarded a Certificate of Achievement by the Copywriting Apprentice. In addition, you are eligible to use our CTL Trained Copywriter quality marque logo on your website and your promotional literature.

If prospective employers or clients want to verify your credentials, our student office will be pleased to speak to them or provide you with written proof of your achievement.



5 Payment options

When you enrol with the Copywriting Apprentice, you have a choice of payment options:

- Full payment with a debit or credit card
- Direct Debit - 5 monthly payments

No matter which payment option you choose, you are fully protected by our 30 day no-quibble guarantee, and your statutory rights under the Consumer Protection (Distance Selling) Regulations are not affected.

For our full Terms and Conditions, please visit www.copywriting-apprentice.com and follow the link at the bottom of any page.

** Please note, only one-off credit card payments can be accepted from overseas students at present.*

5.1 Training and redundancy funding schemes

If you are eligible for funding through a redundancy training initiative, we will do our utmost to accommodate you. Please contact the Student Office on 0345 257 2013 for more information.

6 How to enrol with the Copywriting Apprentice

Choose the most appropriate enrolment method, according to your situation and needs.

6.1 Enrol online

It's easy to enrol online to study with the Copywriting Apprentice. Simply visit <http://copywriting-apprentice.com/enrol> and select your payment option. You can enrol using our secure payment system with a credit or debit card, or spread the cost of your fees with a Direct Debit.

6.2 Payments by cheque or electronic transfer

If you prefer to make your payment by cheque or electronic transfer, call the Student Office on 0345 257 2013 to request an enrolment form.

6.3 Pro forma invoice

Companies wishing to enrol employees should contact the Student Office to request a pro forma invoice.

6.4 Start your copywriting career today

We're looking forward to welcoming you to the Copywriting Apprentice community. If you'd like any more information in the meantime, we're only a phone call or an email away.

Section Two

Copywriting Short Courses



7 Who will benefit from an online copywriting course?

Every business uses the written word to promote their products or services. Remember the old adage 'Content is King'? The better written your copy, the more likely you are to boost your enquiries and sales. This means copywriting is an essential skill for marketers, web masters, business owners and managers, and many freelance workers.

But not every business wants to employ a copywriter or engage a freelance writer. Many small businesses simply can't afford to. As a result, a great deal of marketing material is written in-house by people with little or no copywriting experience.

However good a writer you might be, there is a significant difference between being able to write well and writing effective copy. These short courses have been developed for people wanting to learn specific copywriting skills to help them in their careers or their business. This might include existing copywriters who want to add to their skill set.

Choose from:

- Introduction to Copywriting
- SEO Copywriting
- Writing Powerful Press Releases
- Blogging for Business

7.1 How do online courses work?

With today's sophisticated technology, it's possible to learn new skills without attending classes. Copywriting Training Ltd's short courses are delivered using an online learning management system (LMS). When you enrol, an account is created for you in the Learning Gateway, our online LMS. All you need is a PC and an internet connection so you can study from anywhere in the world at your convenience. And because the course is delivered completely online, there are no textbooks or printed material to worry about.

When you log in to the LMS, you have your own private study area which gives you access to the course. Additional activities are interspersed throughout the course to increase your understanding and to measure your performance.

7.2 How long does it take?

The study time is generally around 12 to 15 hours per course, but that will depend on your existing skills and experience. You have full access to the LMS for the duration of the course.

7.3 How much does it cost to study copywriting online?

These courses are an affordable option, even for people on the lowest budgets, and considerably cheaper than attending workshops or employing an in-house trainer. Please visit the 'Enrol' page at www.copywriting-training-ltd.com for current prices.

7.4 Can I just do one course?

Yes. Each of the short courses is a free-standing unit and can be undertaken individually. However, if you do a lot of writing, you might want to consider taking the Introduction to Copywriting Course first.

7.5 Assignments? Your course - your choice

When you enrol for one of the short copywriting courses, you have the option of including a tutor-appraised final assignment. You can make that choice at the point of enrolment or when you have completed the online course.

No assignment option

This is the lowest cost option and ideal if you have budget constraints. You complete the course online, appraising your own work as you go along with our range of self-assessment exercises. There is no final assignment included.

However, if you reach the end of the course and decide you would like tutor feedback on your work, you can opt to add the assignment option to your course. You will find a link on the course material taking you to the secure online payment system where you can purchase an assignment credit. As well as giving you flexibility, this allows you to spread the cost of your training.

With assignment option

If you would like to include a tutor-appraised assessment in your course, you can choose this option at the point of enrolment. At the end of the course, you complete a set assignment which is appraised by one of our copywriting tutors. While this isn't marked, you will receive individual feedback on your work.

Completion certificate

If you choose to include an end of course assignment you will receive a completion certificate by email when your work has been appraised.

7.6 Why choose an online course?

We believe these are the only online copywriting courses of their kind. They have been created to meet the training needs of businesses in every sector. Until now, if you wanted to learn copywriting skills, you would have had to attend a workshop, often at significant cost. The short courses are also a cost-effective alternative to in-house workshops for companies with staff training needs.

7.7 How to enrol

Simply choose your course and enrol online at:

<http://copywriting-training-ltd.com/short-course-enrolment/>

Payment can be made by credit or debit card.

For our full Terms and Conditions, please visit www.copywriting-training-ltd.com and follow the link on the 'Enrol' page.

8 Introduction to Copywriting Short Course

Study time: 12 - 15 hours

This course is a foundation to copywriting. By completing it, you will have all the basic knowledge and skills to write effective marketing copy. While this course is stand-alone, it is recommended as the precursor to the other short courses in the series.

Course includes:

- 6 comprehensive study modules
- 16 additional activities
- 6 online revision tests
- 3 self-assessment exercises
- 1 information download
- 2 screencast tutorials

Syllabus

Introduction

- First part of your self-assessment exercise

Module 1: More than words

- Marketing messages
- Which font?
- Letter cases and alignment

Module 2: Grammar and punctuation

- The importance of punctuation
- Copywriting and the rules of grammar

Module 3: Copywriting styles

- Creating impact
- Writing tight copy

Module 4: Copywriting techniques

- Tone of voice
- Weasel words
- Power words
- The importance of the offer
- Sales tools
- Straplines and slogans

Module 5: The importance of accuracy

- The proofing process
- Creating a proofing checklist
- Presentation checking
- Dealing with criticism

Module 6: What to write about

- Features and benefits
- Turning features into benefits
- Key questions to ask yourself

9 SEO Copywriting Short Course

Study time: 12 - 15 hours

Copywriting is key to search engine optimisation (SEO). This course teaches you the basics of SEO and how copywriting can influence the performance of a website. This is a stand-alone course which also includes a module on basic copywriting techniques and styles.

Course includes:

- 6 comprehensive study modules
- 11 additional activities
- 7 online revision tests
- 4 self-assessment exercises
- 4 information downloads
- 4 screencast tutorials

Syllabus

Module 1: Understanding SEO

- What is SEO?
- Why is it important to a website writer?
- How do search engines work?
- Why there are no guarantees
- What is organic SEO?
- Why you need to know about SEO

Module 2: Copywriting as part of SEO

- Copywriting and its role in SEO
- Elements of SEO
- What is a keyword?
- What is metadata?
- Importance of regular website updates
- What are links?
- Using keywords
- Measuring performance

Module 3: Websites explained

- The role of a website
- The importance of the website structure
- Web page content
- The importance of good copywriting

Module 4: Writing styles

- Copywriting tricks of the trade
- The importance of accessibility
- Structuring your copy
- How to write 'tight copy'

Module 5: Copywriting techniques

- Tone of voice
- The importance of plain English
- Sales techniques
- What are features and benefits?
- The importance of accuracy

Module 6: Putting it all together to write SEO copy

- What to write about
- Effective use of keywords
- Structuring your content
- Hyperlinking and anchor text
- SEO checklist

10 Press Release Writing Course

Study time: 12 - 15 hours

What better way to promote your business than to have it featured in the media? PR articles are perceived as being more credible than paid for advertising. With this press release writing course, you'll learn how to write professional press releases to promote your business.

Course includes:

- 6 comprehensive study modules
- 9 additional activities
- 6 online revision tests
- 3 self-assessment exercises
- 4 information downloads

Syllabus

Module 1: Introduction to PR

- What is PR?
- The importance of good press releases
- Is PR free?
- Online and offline PR

Module 2: Generating PR and selecting the media

- How to develop a PR mindset
- What's newsworthy?
- Ways to generate PR
- Researching the media
- Targeting the media

Module 3: Writing styles

- Copywriting tricks of the trade
- The importance of accessibility
- Structuring your copy
- How to write 'tight copy'

Module 4: The elements of a press release

- The importance of headlines
- What are the 5Ws?
- Writing in a logical sequence
- The spokesperson's quote
- What are 'notes to editors'?

Module 5: Writing online press releases

- Benefits of online PR
- SEO in a nutshell
- Using keywords in your press release
- What are links?
- Posting press releases online

Module 6: Distributing your press releases

- How to send a press release
- Tailoring press releases for different audiences

11 Blogging for Business Course

If you're thinking about blogging but don't know how to go about it, or lack confidence, this Blogging for Business course is for you. You will learn how to blog effectively to promote your company and boost your SEO (search engine optimisation).

Course includes:

- 6 comprehensive study modules
- 14 additional activities
- 6 online tests
- 1 self-assessment exercise
- 2 information downloads
- 2 screencast tutorials

Syllabus

Module 1: About blogs

- Benefits of blogging
- Blogging as part of content marketing
- Blogging and SEO
- Lifestyle blogs

Module 2: Copywriting tricks of the trade

- The importance of fonts
- What is white space?
- Letter 'cases'
- Text alignment
- Structuring your copy
- Tight copy
- The 'Paramedic Method'

Module 3: What to blog about

- Blog topics and categories
- Identifying blog topics from your own services
- Other sources of blog topics
- Plagiarism!

Module 4: Blogs and SEO

- What are keywords?
- Using keywords in your blogs
- The importance of links
- Anchor text
- HTML coded headings

Module 5: Writing your blog

- The 'inverted pyramid' style of writing
- The importance of a good title or headline
- Why you need a good opening paragraph
- Organising your blog in a logical sequence
- Why you should be generous with your knowledge
- How much to write
- Why a blog needs a conclusion

Module 6: Blog marketing

- Social media
- Online blog directories
- Blog subscriptions and RSS feeds
- Like-minded bloggers
- Kindle sales
- Blog awards

12 Which course should I choose?

Not sure which course is best for you? Why not phone the Student Office on **0345 257 2013**. One of the team will be happy to help and advise you.

13 How to enrol

Simply choose your course and enrol online at:

<http://copywriting-training-ltd.com/short-course-enrolment/>

Payment can be made by credit or debit card.

Contact Copywriting Training Ltd:

Telephone: 0345 257 2013

Email: enquiries@copywriting-training-ltd.com
admin@copywriting-apprentice.com

Websites:

Copywriting Training Ltd: <http://copywriting-training-ltd.com/>

The Copywriting Apprentice: <http://copywriting-apprentice.com/>

Registered office:

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