

Discover the secrets of writing clear, concise copy ... for both traditional and e-media ... that will connect with your audience and drive your message home!

HOW TO WRITE KILLER COPY:

Copywriting Strategies & Techniques

**Your Guide To Writing Dynamic and
Persuasive Copy for Phenomenal Results**

- *Breathe new life into stale copy with fresh copywriting techniques*
- *Understand your target audience better and boost results in every medium*
- *Discover copy techniques for improving both immediate response rates and loyalty-building with your customer base*
- *Develop writing and editing skills to streamline your copy – in print and online*
- *Learn writing shortcuts that will slash your writing time by 50% or more*
- *And M O R E !*

ENROLL ONLINE AT
www.NationalSeminarsTraining.com
or call 1-800-258-7246.

Why Attend A Course On Copywriting?

You'll rarely find copywriting taught in schools, and it's virtually ignored in most marketing degree programs. Yet, millions of dollars hang on its success or failure as copywriters try to persuade, inform and sell. The secret to successful copywriting lies in knowing your audience, keeping it brief, and knowing what medium you're working in (yes, there ARE differences!).

If you are a veteran copywriter, then this workshop is a perfect vehicle for renewing skills, learning new tricks and keeping your thumb on the pulse of today's marketing world. If you are new to copywriting, you'll learn rock-solid principles and fundamentals that you'll need to hit the ground running and have instant success.

Attend this intensive two-day course and you'll learn how to ...

- Write lean, clean copy that hits home
- Keep your message simple and uncluttered
- Create benefit-packed copy each and every time
- Use humor appropriately — and effectively — in your copy
- Find avenues for research that'll help you write more effective copy
- Determine which “appeal” works best for your project
- Keep your copy lively when you're conveying dry or technical information
- Create powerful headlines and attention grabbing tag lines
- Avoid the Top 10 copywriting mistakes that will doom your message
- Boost your response rates higher than ever before
- Make your readers “feel” what you're talking about
- Write for any medium: Print, e-mail, Web, TV, radio and more
- Write on-target copy — even when the message you're trying to convey is complicated
- Overcome writer's block, apathy, burn-out and other copywriting demons
- Avoid the temptation to substitute cleverness for communication
- And more!

Your Training Is Guaranteed

We back this program with our 100% money-back guarantee of satisfaction. If for any reason this training doesn't meet your needs, we will refund your enrollment fee in full.

Meet Your Trainer: Judith Golden

A communications major and public relations specialist who worked her way up to become president of a prestigious consulting and speaking company, Judith Golden knows what it takes to grab a busy customer's attention in today's marketing-saturated world. Calling on her years as a successful advertising and sales executive, Judith will teach you inside secrets for creating the kind of dazzling copy that sells! And her dynamic speaking style — which has captured the imagination of clients such as American Express, AT&T, Sony Electronics and TIVO — will ensure that you'll never forget your time learning how to turn your copy from “ho-hum” to “HOT”!

*(*We reserve the right to substitute a trainer of equal quality.)*

“**The diversity of topic and media was quite useful to me since I have to deal with several different forms of promotion.**”

— **Valerie Gaumont,**
Marketing Coordinator

“**This is an excellent program and I would highly recommend it to others.**”

— **Aaron Gold, Director**
of Promotional Material

“**Immediate results! This class gave me an outline for strategy planning for copywriting ...**”

— **Allison Keller,**
Marketing Manager

“**Now I remember just why I got into copywriting and why I love it so much!**”

— **Marlene Rocher,**
Copy Manager

“**Thanks for the information and inspiration.**”

— **Stephanie Wiegand,**
Communications Director

“**I'm no longer ‘scared’ of copywriting because I have various formulas to use going forward.**”

— **Misti Meeks,**
Marketing Coordinator

Write Creative, Colorful Copy That Gets the Results You Want!

When it comes to selling a product or service in today's frantic world, you've got less time to "grab" your reader than ever before. And to make it even harder, the rules of copywriting that have worked for decades seemingly change on a whim now. What worked in a campaign last year can bomb today.

That's why we're inviting you to learn the secrets and strategies of powerful copywriting by attending this energizing and eye-opening program: **How to Write Killer Copy: Copywriting Strategies & Techniques**. In just two days you will learn essential copywriting how-tos ... techniques guaranteed to get your readers attention ... strategies for selling your message ... and proven methods for overcoming the most maddening challenges that copywriters face every day!

Learn What Really Works With Today's Customers!

We have packed this fun and fast-paced copywriting clinic with only the BEST copywriting strategies and shortcuts that have been proven to work in the marketplace — no matter what industry you're in!

Under the guidance of your trainer — a true copywriting expert hand-picked to lead this course — you'll dissect real-world examples of today's top ads and marketing pieces to understand why the copy made them work. Along with real-life case studies, you'll gain a better understanding of why copy is truly king in advertising.

You'll also uncover how other copywriters integrate all mediums — from traditional direct marketing to e-mail, fax and online marketing — to send their ROI through the roof! And you'll practice and perfect your new skills with hands-on writing exercises and get immediate feedback from your trainer and your coparticipants.

If You Have Copywriting Questions, We Have All The Answers!

Copywriters of all experience levels — from grizzled veterans to newcomers who have recently had copywriting responsibilities given to them as part of their jobs — have benefited from this interactive two-day workshop. From pinpointing your audience ... to crafting the best possible hook ... to writing focused, error-free copy that connects with your readers, you and your peers will master the hows and whys of creating successful copy.

It's Two Days Of Fun — For A Lifetime of Successful Writing!

There are so few opportunities to spend two days with a writing expert in a room full of your peers laughing and learning how to write great copy. So when it comes around, you need to grab it! Don't put it off — register today and attend the one "can't-miss" training event of the year for copywriters!

THIS IS A ONE-OF-A-KIND OPPORTUNITY — DON'T RISK MISSING OUT!

WHO'LL BE THERE ...

Anyone who is involved in the creative process will benefit from this seminar, including:

- Copywriters at all levels of experience
- Marketing professionals
- Creative directors
- Account executives
- Designers/Art directors
- Ad directors
- People who are now writing copy as part of their new responsibilities
- Anyone involved in the copywriting process!

If you've ever tried to find high-quality training on writing copy that sells, you know that when you find it, you can't afford to let it pass you by. Register today for two of the most fun-filled and beneficial days you'll spend in a long time!

“ I learned so much that I can actually apply to projects I'm working on right now. I'm excited to go back to work on Monday to do so. ”

— Emily Carbone, Training Coordinator

ENROLL ONLINE AT www.NationalSeminarsTraining.com or call 1-800-258-7246

YOUR COMPREHENSIVE AGENDA

When 3 enroll from your organization,
the 4th attends FREE!

Registration at 8:30 a.m. Day 1 • Course Hours: 9 a.m. to 4 p.m.

I. Targeting Your Audience With Pinpoint Accuracy

- Effective techniques to clearly identify and target your audience
- Tips to find out what motivates your audience
- How to instantly touch those emotional “hot spots” that get you in good with the reader
- Learn how to select the most compelling benefits of your product
- Proven methods of increasing your credibility with prospective customers

II. Copywriting Basics That Will Never Go Out Of Style

- Know your features ... sell their benefits — and how to always figure this out
- Learn to create powerful headlines and tag lines that grab attention
- Pick words and phrases that add to your sell — not detract from it
- Tips for breathing life into dry, technical or detailed copy

III. Pain-Free Grammar, Structure and Mechanics Every Copywriter Must Know

- Painting a picture with your words — the power of imagery
- How to use punctuation — ellipses, bullets and commas — for maximum effect
- Using alliteration and repetition properly without coming off cheesy
- Make your benefit bullets help you sell by making them short, catchy and full of reasons to buy
- The art of talking to an individual — when reaching millions of people
- No offense to your grade school teacher — grammar rules you can break

IV. How to Avoid Common Copywriting Headaches and Mistakes

- How to keep content sharp and avoid wordiness
- How to make promises that are “just right” — keep your copy from straying over the top or under the radar
- Tips on when to curb creativity so you still make the sale
- Walking the tight rope of writing humorous copy
- Suffering from writer’s block? These tips will get the ideas flowing again
- The Top 10 Copywriting Mistakes that kill your message, blow your sale and drive copy editors nuts

V. Switching Gears: Writing for Alternative Mediums

- What makes a great ad for any media: Direct mail, TV, radio, brochures, print ads, Web, press releases, sales letters, faxes or e-mail
- Copywriting for the Web — how to grab your customer’s attention in 5 seconds or less
- Writing tips for when you have to switch from one media to another
- Maximize your visual impact with these tried and true techniques
- P.S. How to create a powerful deal-closer

VI. Even More Strategies for Adding Spice to Your Copy

- When, where and how to use testimonials
- Dramatize your offerings for greater appeal
- Find out how you can build customer trust in your copy
- Your USP — figure out what it is and make it work for you
- Test your copy: Why, what, when and how

BONUS!

Your workshop will also include these special features:

- 1. Study real-world examples to learn how to effectively audit the true effectiveness of your copy.**
- 2. Practice on your own copy with a variety of exercises that will take your work from merely good to devastatingly great!**
- 3. Writing for the Web ... it's a whole new world!**
- 4. A humorous — but eye-opening — look at tired words and phrases.**

BRING THIS WORKSHOP

ON-SITE: For more information, call our On-Site Training division at 1-800-344-4613 or visit www.NationalSeminarsTraining.com/onsitetraining.cfm

Registration Form

Enrollment Information

Seminar locations and dates



PHONE

Call toll-free
1-800-258-7246



FAX

Fax the completed registration form to
1-913-432-0824



ONLINE

Register online at
www.NationalSeminarsTraining.com



MAIL

Mail the form to:
National Seminars Group
P.O. Box 419107
Kansas City, MO
64141-6107

1 Enrollment fee:

Group Discount: When 3 enroll from your organization, a 4th attends FREE!

2 Names of Attendees PLEASE PRINT

1. _____	Title _____
E-Mail Address _____	City/Event # _____
2. _____	Title _____
E-Mail Address _____	City/Event # _____
3. _____	Title _____
E-Mail Address _____	City/Event # _____
4. FREE! _____	Title _____
E-Mail Address _____	City/Event # _____

When 3 enroll from your organization, a 4th attends free! Please list additional registrations on a separate sheet and attach.

3 Company Information PLEASE PRINT * Phone/fax required in case of last-minute changes.

Organization _____		
Address _____	Mail Stop _____	
City _____	State _____	Zip _____
* Phone _____		

Approving Supervisor:

Title _____
E-Mail Address _____
**Fax _____

**Your fax number will be used to send confirmation of your registration as well as to notify you of upcoming events in your area.

4 Method of Payment:

If you have registered by **PHONE**, please record your confirmation number here:

CHECK payable to National Seminars Group is enclosed. If you are tax exempt, attach a copy of your tax-exempt certificate, and enter your tax-exempt number here: _____.

CHARGE to the following: MASTERCARD VISA AMERICAN EXPRESS DISCOVER DINERS CLUB
 CARD No. _____ EXP. DATE _____
 SIGNATURE _____

BILL my organization; Attn: _____

Our **PURCHASE ORDER** is attached.

5 Important: Your VIP Customer Number

- - -

Fill in your VIP Customer Number as it appears above the name on the mailing label.
(Record the number even if the label is addressed to another individual.)

Registration Information

OUR REGISTRATION CENTER is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

GROUP DISCOUNT: When 3 enroll from your organization, a 4th may attend for FREE!

CHECK-IN begins at 8:30 a.m. on day one. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

CANCELLATION. If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

CEUs: Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

TAX DEDUCTION. The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

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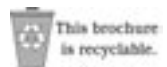
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