

Learn how to write highly compelling copy that immediately  
grabs your readers' attention ... moves them into action ...  
and sends your response rates soaring!



THE  
COPYWRITER'S  
WORKSHOP

The Complete Course on Creating Killer Copy for  
Traditional, Social, Content and All E-media

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Enroll online: [NationalSeminarsTraining.com/CPD2](http://NationalSeminarsTraining.com/CPD2) or call 1-800-258-7246.

# Learn the Secrets Great Writers Use for Success in Every Medium—From Traditional to E-copy to Content Marketing

## Who'll Be There ...

Anyone who influences the development and creation of stunningly successful copy can—and will—benefit from this stellar seminar, including, but not limited to:

- Copywriters
- Content writers
- Professional bloggers
- Social media managers
- Brand journalists
- Content marketing managers
- Corporate communication pros
- Ad directors
- Designers/art directors
- Creative directors
- Do-it-all marketing professionals

And more!

The chance to learn from one of the industry's brightest and wittiest copywriting minds doesn't come around often! Don't let this unique opportunity pass you by ... register today!

All the fancy graphics and eye-catching layouts in the world won't help your marketing pieces without one key ingredient—powerful copy that makes your reader crave the product or service you're selling or promoting. And while there are a few copywriting strategies that remain timeless ("show ... don't tell"), everything else seems to change on a monthly basis. What worked in a campaign six months ago can fall flat today. In addition, the ability to create fresh and evergreen content for your organization has moved from a nice-to-have skill to a **MUST-HAVE** skill!

That's why we're inviting you to learn how to easily stay on top of your game by attending this invigorating, inspirational and eye-opening seminar, **The Copywriter's Workshop**. It's two days packed with copywriting how-to's ... cutting-edge, attention-grabbing techniques ... successful strategies for selling your message ... and proven tips for overcoming the most infuriating challenges that copywriters face every day—no matter if your message is a 140-character Tweet or an eight-page sales letter.

## COME WITH QUESTIONS, BECAUSE WE HAVE THE ANSWERS!

Copywriters from around the world have benefited from the powerful copy strategies that you'll learn in this interactive two-day workshop. From accurately targeting your audience ... to crafting the best possible hook ... to writing lean, error-free copy that sings to your reader, you and your peers will master the hows and whys of creating successful copy.

Plus, you'll have the opportunity to practice what you've learned before you head back to the keyboard for your next project. So bring your questions ... we're positively sure you'll find the answers here!

## MASTER SUCCESSFUL COPYWRITING TECHNIQUES IN JUST TWO DAYS!

The chance for you to immerse yourself in two entertaining and jam-packed days of discussing and dissecting the craft of copywriting with a room full of your peers doesn't come around often. The fact that this will be the most enjoyable two days you'll ever experience on the job makes this the one "must attend" training session of the year for you. Don't put it off—register today and start writing better copy than you ever imagined!

*"This is the BEST copywriting training available today! I learned so much. I highly recommend this course!"*

— P. Albertson

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

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# Ask Yourself ... Do You Want to ...

- Escape from your routine and get new ideas?
- Create benefit-packed copy each and every time?
- Use humor appropriately—and effectively—in your 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?
- Eliminate costly copywriting mistakes that kill your message?
- Ensure your content remains evergreen?
- Make your readers "feel" what you're talking about?
- Write for any medium—print, email, Web, TV, radio and more?
- Understand when and how to use humor in your copy?
- Write on-target copy ... even when the message you're trying to convey is complex?
- Overcome writer's block, apathy, burnout and other copywriting demons?
- Know when to create content internally vs. getting help outside?
- Be more creative ... more on target ... more successful?
- Stand out from the competition?

If you're looking for new ideas and better results, don't miss this two-day workshop.

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## Practice Your New Skills With Hands-on Exercises

This workshop is full of hands-on exercises so you can practice in a no-risk environment.

## Get New Ideas With Real-world Examples

See dozens of examples of dos and don'ts with examples of copywriting from the real world.

## Solve Your Toughest Problems

Get answers to your toughest challenges from an industry expert with experience in copywriting.

## Meet New People and Share Experiences

Grow your network when you meet new people in your area who understand the challenges you face.

# Your Comprehensive Course Agenda

REGISTRATION BEGINS AT 8:15 A.M. ON DAY 1 COURSE HOURS: 9 A.M. TO 4 P.M. EACH DAY

## I. Writing to Your Audience Every Time

- Effective targeting techniques that zero in on your audience
- Picking out the most compelling benefits of your product
- Identifying what motivates your audience
- How to instantly touch those emotional “hot spots” that get you in good with the reader
- Why content marketers must learn how to tell a good story—and why so many are bad at it
- Proven and practical methods of increasing credibility for prospective customers

## II. Copywriting Commandments That Every Great Writer Needs to Know

- How to pick hot words and phrases that add to your sell—not detract from it
- Know your features ... sell their benefits—and how to always figure this out
- Creating powerful headlines and tag lines that grab attention
- Opening lines that keep your customers reading further
- Copywriting rules for social media that you absolutely cannot break
- Tips for breathing life into dry, technical or detailed information

## III. The Short Course on Copywriting Mechanics, Structure and Grammar

- Grammar rules that your fourth-grade teacher would be shocked to see you break ... but break them anyway
- How to talk one-to-one in a marketing effort that reaches millions of people

- Powerful punctuation: How to use ellipses, bullets and commas for maximum effect
- Using alliteration and repetition properly without coming off as cheesy
- Imagery—the power of painting a picture with your words
- How to make your benefit bullets short, snappy and full of reasons for your customer to buy

## IV. Avoiding and Overcoming Common Copywriting Headaches and Mistakes

- How to combat wordiness and keep the content sharp
- Tips to keep you from falling in love with your creativity (at the expense of the sale)
- Are your promises big enough—or too big? Techniques that’ll keep your copy from straying over the top
- Walking the tightrope of writing humorous copy
- How to get the ideas flowing when you’re stuck
- The Top 10 Copywriting Mistakes that kill your message, blow your sale and drive copy editors nuts

## V. Writing Copy for Different Media

- Anatomy of a great ad no matter what media you work in
- How to grab your customers’ attention in 5 seconds or less when they’re turbo-surfing the Web
- Tips on handling multiple media
- The qualities of an effective “P.S.” that transform it to a powerful deal closer
- Fundamentals of Web and content marketing ... copy rules for new media
- Copywriting for visual impact

## VI. More Techniques Guaranteed to Take Your Copy to the Next Level

- Keys to building customer trust in your copy
- When, where and how to use testimonials
- USP—what it is and how to make sure that your special promise is big enough
- Ways to dramatize offerings for greater appeal
- Storytelling techniques every great content marketer knows
- Testing your copy: What, when, how and why you test

**BONUS: Also included in your two-day copywriting workshop, these special features:**

1. ***“Copywriting CSI—Performing an Autopsy on the Effectiveness of Your Copy!”*** Using real-world case studies, you’ll learn how to objectively audit the true effectiveness of your copy when your marketing piece fails.
2. ***“I Think I’d Rather See Another ‘Cat Playing Piano’ Video Than This Stuff!”*** See firsthand what separates great content marketing, social media copy and viral video scripts from the vast majority of junk that can potentially bury your work and keep it from being seen—and shared. You’ll learn the dos and don’ts of the art of content marketing copywriting.



**SPECIAL GROUP DISCOUNT: WHEN THREE ENROLL FROM YOUR ORGANIZATION, THE FOURTH ATTENDS FREE!**

## Enrollment Fees & Group Discounts

**GROUP DISCOUNTS:** When three enroll from your organization, a fourth attends FREE!

**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 \$25 enrollment charge.

## To Enroll ...



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