

# THE Copywriter's WORKSHOP

Create dynamic copy, for any type of media, that grabs attention and gets results

- Find your writing voice — tools and strategies for tapping in to your unique style
- Copywriting mistakes that muddle your message, confuse readers and drive off sales
- Editing techniques for bringing dry, dull copy to life
- How, when and where to use humor for the best effect
- Use words to create imagery, evoke feelings and provoke thought
- Writer's block: what it is, why it happens and the best ways to beat it
- Write for the Web: email, blogs, landing pages, social media and more
- Secrets of effective direct marketing: brochures, postcards, sales letters and outer envelopes
- Scriptwriting 101: crucial differences between copy that's spoken aloud and copy that's read

*Essential training for anyone interested in writing more effectively.*

**Enroll Today!**



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913-967-8847



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[www.careertrack.com](http://www.careertrack.com)



**MAIL**

CareerTrack  
P.O. Box 219468  
Kansas City, MO  
64121-9468

# Your path to greater copywriting success begins right here, right now!

*Join us for two days packed with powerful secrets, strategies and techniques for creating winning copy*

Writing compelling copy centers on making a connection with the reader. In today's multi-media assault on the senses, it's harder than ever to compete for attention and cut through the clutter to get your message heard. Readers don't have time to search for hidden benefits or slog through bloated prose that doesn't get to the point. **As a copywriter, your job is to grab them, hold their attention and convince them to take action, all within a few paragraphs (or sentences, for that matter!).**

Have you ever read copy that bored you senseless or made you think, "no one *really* talks like that," or left you wondering why on earth the writer buried the benefits at the *end* of their spiel?

*Transform from writer to highly effective copywriter*

**The Copywriter's Workshop** will show you how to create copy that's brilliant, persuasive and accessible to your audience. You'll learn to weed through your prose in search of flabby, ineffective writing and replace it with strong, direct wording that gets to the point and holds reader interest. You'll see exactly how to craft hard-hitting, benefit-laden copy that sets up a great offer and delivers exactly what you've promised.

## Attention copywriters: our two-day "immersion process" ensures exceptional results

This two-day workshop was designed by writers, for writers. We won't rehash tired clichés, trot out old campaigns that are no longer relevant or waste your time with yesterday's writing news. If it's current, exciting and effective, you can rest assured we'll cover it here.

## When we say "hands on," we mean it

This workshop isn't about passive listening or rote learning. It's about doing: analyzing case studies, dissecting other professionals' work, participating in eye-opening exercises, taking part in stimulating discussion and practicing new writing skills. During the two days you spend with us, you'll gain valuable insights into the copywriting craft from a unique, hands-on perspective, which other courses of a similar nature just don't provide.

Spend two days side by side with copywriters, marketers, ad execs, graphic designers, editors, art directors, web designers, bloggers and other professionals looking to improve and expand their writing repertoire. You and your peers will examine the nuts and bolts of the writing craft and master the secrets of writing engaging, results-focused copy that always gets the job done. This intensive course isn't for amateurs — it's for people who are serious about honing their writing skills and taking their abilities to the next level.

**Serious wordsmiths take note:** This course is designed to provide you with solid information, time-tested strategies and proven techniques for writing the type of irresistible copy that gets read, remembered and results. There's a science to great copywriting — and in this exceptional course, our goal is to teach you both. Sure, having a natural "gift" for writing helps ... but it's not (repeat, not) mandatory! Writing effective copy is a skill that can be learned, and if you're willing to put in the time and effort required of this course, the results will be nothing short of spectacular!

# In just two intensive days, you'll master these critical copywriting skills:

## *Examine your own work with a critical eye*

As a copywriter, your most powerful tool may well be the delete key on your computer's keyboard. Writing is most successful when it's sparse, concise and to the point ... but most writers lack an internal sense of when, where and how much to edit down their work.

This course provides techniques for critically reading and editing your own work, and offers tools and strategies for slashing superfluous copy while zeroing in on the heart of what's important.

## *Identify the features and benefits of what you're selling*

Readers want to know: "What's in it for me?" We'll show you foolproof ways to identify your product or service's Unique Selling Position (USP), and swiftly pinpoint the features and benefits that are of interest to your readers. You may have heard that you should "sell benefits, not

features." But how, exactly? This workshop gives you step-by-step methods for extracting the benefits from your product or service, highlighting them in your copy and strategically giving readers what they're looking for, without making them search for it.

## *Create a need in your audience and persuade them to act*

Your copy is only as successful as the number of responses it generates. How do you convince readers to become buyers? How do you create a need powerful enough to encourage readers to act through your words alone?

We'll show you techniques the experts swear by to deliver a compelling story that draws readers in, drives them to action and gets results.

## *Bring color, excitement and urgency to your prose*

No one wants to read boring, stilted copy that lies passively on the page. Creating an image, stimulating thought and sparking desire — great copywriters do it all through words alone. You'll notice the best copy speaks to the reader in bright, personable language that remains compelling from

first sentence to last. Through industry pros' best practices, fascinating exercises, case studies and more, you'll learn to inject passion, personality and vibrancy into your writing — without going over the top or missing the mark.

## *Write for the Web and get results*

Writing for the Web is different than writing for other media: suddenly, you've got to master a new "language" and connect with a different audience. How do you increase site traffic? Click-through rates? Google™ rankings? Should your social media voice differ from your regular writing style?

No worries — if you've got questions, we've got the answers. Our Web section includes crucial information for writing Web pages, landing pages, social media, email marketing campaigns, SEO, blogs, posts and much more.

*Whether you're a seasoned copy pro in need of fresh ideas and new directions, a novice writer eager to gain tips, tools and pointers or a professional in any capacity looking to expand your writing skills, this course is one you positively should not miss. Mark the date, clear your calendar and get ready to begin writing more powerfully and persuasively than you ever thought possible.*

# THE Copywriter's WORKSHOP

*Registration begins at 8:30 a.m.*

*Training begins at 9:00 a.m. and ends at 4:00 p.m. on both days.*

## Day One

### First Things First: Grammar and Copywriting Basics

- How to edit, review and proofread with speed and accuracy
- Master these little-known features of Microsoft® Word — they will have you writing better in minutes
- Find your writing voice — tips and tools for tapping in to your unique style
- How to avoid letting others' ideas and opinions block your creative flow
- How to handle criticism: what to do when your client or boss hates what you wrote
- Best ways to deal with difficult and/or demanding clients and bosses
- How to rebound from negative criticism without pausing your passion or crimping your creativity

### Writing Techniques to Add Style and Substance

- The art and science of writing great headlines to make your readers want more
- How to play up your unique selling position and make your offer irresistible
- Catch phrases — what good copywriters need to know
- The fine art of balancing your steak with just the right amount of sizzle
- Power words that add color and interest to your copy
- Copywriting red flags to avoid — they will send your readers running every time
- Techniques for bringing dry, dull copy to life
- First person or third person? When to use each
- Word power: less is more. How to choose the right words to convey your message every time
- How to avoid unbelievable or “over the top” marketing claims
- Tips for toning down the hype and establishing credibility through your writing style
- Critical differences between writing text and writing scripts
- How, when and where to use humor for the best effect
- Features vs. benefits: learn to focus on features while selling the benefits

### Your Audience - Who Are You Writing to?

- Who is your audience? What are their interests and desires? What actions do you want them to take?
- Discover the psychological truths behind why people buy — and why they don't
- Learn writing strategies for instantly establishing credibility and gaining readers' trust
- Informative copy vs. persuasive copy: use the right one at the right time
- Write successful copy for niches and target markets
- The deadly sins of copywriting: which have you recently committed?
- The top copywriting mistakes that muddle your message, confuse readers and drive off sales
- Get to know your audience - writing to "the one"
- How to write for different age groups: language, phrases, colloquialisms and more that appeal to one group and not another (i.e.: gen-Xers vs. boomers vs. millennials)
- Discover why writing to just one personality can leave your audience craving more

### The Art of Illogical Thought: Creativity Begins Here

- Foolproof strategies, tips and tools to generate loads of creative ideas (even when you're feeling stuck)
- Writer's block: what it is, why it happens, best ways to beat it
- When and how to break the rules for maximum impact
- Out of the box thinking — how to train your brain to get “out there”
- Using words to create imagery, evoke feelings and provoke thought
- How to take risks and embrace bold, innovative ideas, even if they aren't always the safe choice

### Nuts and Bolts of the Copywriting Process

# Day Two

- Gain skills to help you organize and manage your project from start to finish
- Best research methods for gathering the information you need to get started
- Learn to hear what the market really wants, and deliver it every time
- How to manage a project budget, even if you're not financially savvy
- Where to find quality vendors
- The insider's guide to getting comparable quotes
- The art of negotiating the best deal for you and your client or company
- Standard formatting templates for common projects including brochures, sell sheets, press releases, letters, Web pages, etc.
- Tips project managers use to handle multiple projects simultaneously and bring them all in on deadline
- How to get your work approved when your client/boss is slow to respond
- Learn to translate concepts into production-ready works of art
- How to establish and adhere to style guidelines

## Production Tips, Tools and Techniques to Take Your Work From Design to Completion

- Tips for moving between media: brochures, letters, scripts, TV, radio, press releases, etc.
- Understand heat maps and how to apply this technique to various visual layouts
- Tips and tricks for delivering on-target technical writing
- 3 critical components for creating a successful (printed) press release
- Secrets of effective direct marketing: brochures, post cards, sales letters and outer envelopes
- Explore the anatomy of a great ad and examine award-winning examples and case studies
- Best practices for writing copy for each type of media
- Scriptwriting 101: examine the differences between copy that's spoken aloud and copy that's read
- How to use color, typography and fonts to boost the visual excitement and appeal of your projects

## Writing for the Web

- How to write for SEO (Search Engine Optimization) and SEM (Search Engine Marketing) copy
- Violate these online rules and your website could be banned from Google forever

- How to assimilate keywords into your copy without sounding forced
- Google Panda new update: what it means to you as a Web writer
- How to incorporate social media into the press releases you write
- Subject lines that will increase your click-through and email open rates
- Shocking facts about social media that could affect you and your clients
- How to create a social media calendar to stay on top of social media posts and entries
- Great ideas for creating fresh content for all your social media outlets
- Learn the art of writing tweets, posts, blogs and other social media communication
- How to personalize your social media writing and sound like you're talking to readers one-on-one
- Discover how a large, multinational company used social media to "Digg™" itself out of a PR nightmare
- How to write for websites: writing home pages vs. landing pages
- Learn to decrease your bounce rate and send your Google ranking to #1
- How to write scripts for Web-based videos and presentations

## Keeping it Legal: Copywriting and the Law

- Ethical copywriting — what this means to you as a writer
- How to use and credit testimonials
- What you need to know about the FTC
- Proper use of disclaimers
- Plagiarism vs. copyright infringement
- The New York Times vs. Sullivan: how this landmark decision affected Freedom of the Press
- Proper acknowledgement of other's work
- Federal penalties for plagiarism (may include jail time)
- Are parodies legal or illegal?
- Using the Copyright symbol ©
- What you should know about the Digital Millennium Copyright Act of 1998
- Copywriting myths
- Guidelines for gaining permission, using images online and using others' names and companies in your work
- What "public domain" means and how to tell which materials are considered in the public domain
- Understand fair use laws
- Legal or illegal: can you tell the difference?
- Copyright infringement through the eyes of the courts

# Your trainer is a copywriting pro with years of in-the-trenches experience

At CareerTrack, we hire experts who have excelled in the fields they teach. That means your trainer for the *The Copywriter's Workshop* is a seasoned copy professional, adept at creating successful, results-focused writing for a variety of top-tier clients. This proven, real-world experience translates into a unique opportunity to hone your writing skills, get answers to your toughest copy questions and soak up all the practical knowledge you can.

*You will improve your writing dramatically ... and that's a promise backed by our 100% guarantee!*

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this workshop will provide the tools and techniques to write compelling copy that gets results. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free!*

**Take full advantage** of this incredible opportunity to power up your professional writing abilities and become a more effective, more versatile writer. You'll come away with so many inspiring new ideas and creative strategies, you'll be hard-pressed to know which to use first.

## Who should attend this workshop?

This course offers essential training for copywriters, copy directors, marketing writers, advertising professionals, graphic designers, art directors and small business owners. In short, it's highly recommended for anyone looking to write consistent, compelling copy that will help them promote and sell products or services more successfully.



# THE Copywriter's WORKSHOP

# Registration Information

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## Program Schedule

Check-in: 8:30 a.m. – 9:00 a.m. Program: 9:00 a.m. – 4:00 p.m.

## Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

## Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- Lunch and parking expenses are not included.
- Dressing in layers is recommended due to room temperature variations.
- You will receive a Certificate of Attendance at the end of the program.

## Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

## Continuing Education units (CEUs)

CareerTrack offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

## Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack of Park University Enterprises, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 12 CPE credits.

## Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit [www.careertrack.com/certificate](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended.

## Update Your Contact Information!

Simply make corrections to the mailing label on the back page of this brochure. **Mail** corrections to P.O. Box 413884, Kansas City, MO 64141-3884 or **fax** to 913-967-8847. We'll change our records for the very next update. Thanks!

## On-Site Training Solutions

### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

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**For a free consultation, visit us  
online at [careertrack.com/onsite](http://careertrack.com/onsite)  
or call us at 1-800-944-8503.**

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Create dynamic copy, for any type of media,  
that grabs attention and gets results

- Find your writing voice
- Copywriting mistakes to avoid at all costs
- How to breathe new life into dry, dull copy
- How, when and where to use humor for the best effect
- Use words to create emotional appeal
- Simple ways to beat writer's block
- Need-to-know tips for Web-writing success
- Secrets the pros use for effective direct marketing
- How to write effective scripts and videos

**Enroll Today!**



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**YES!** I'm ready to learn effective copywriting techniques that grab attention and get results. Enroll me today!  
Group discounts available; see page 7 for details.

ID#  
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**SEMINAR**  
**1**

Seminar City: \_\_\_\_\_

Seminar Date: \_\_\_\_\_ Event #: \_\_\_\_\_

**YOUR ORGANIZATION**  
**2**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's. Name:  Mr.  Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_  Business  Home

**Quick Confirmation** Please  email or  fax my confirmation to me within 48 hours.

**WHO WILL BE ATTENDING**  
**3**

Mr. \_\_\_\_\_

Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_  Business  Home

Mr. \_\_\_\_\_

Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_  Business  Home

Please list additional names on a separate sheet.

**METHOD OF PAYMENT**  
**4**

**Important: Send your payment now. Tuition is due before the seminar.**

Make checks payable to CareerTrack and return this form to: P.O. Box 219468, Kansas City, MO 64121-9468.

Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6%) and West Virginia (6%).

**Please check one of the following:**

1.  Registration fee enclosed. Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

2.  Our Purchase Order is attached. P.O. # \_\_\_\_\_

3.  Bill my organization. Attention: \_\_\_\_\_

4.  Charge to:  AmEx  Discover  MC  Visa Exp. Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Acct. #: \_\_\_\_\_

Tax-Exempt #: \_\_\_\_\_

Please attach a copy of your Tax-Exempt Certificate for payment processing

**Note:** If you've already registered by phone, by fax or online, please do not return this form.

REGISTRATION FORM — The Copywriter's Workshop