

Improving internal and external communications

Course: **The secrets of writing good copy**

Level: **Intermediate**

Duration: **1 day workshop**

Course leader:



Pretext

It's vitally important that every single piece of communication that leaves your organisation is of the highest standard and conveys the desired message precisely and consistently, whether internally through inter-departmental emails and memos, or externally to suppliers, customers in store or the general public in the form of advertising and other communications.

Who should attend

Anyone involved in writing any advertising material, customer facing communications, press releases and internal documents.

The purpose of this course

A general introduction to copywriting and techniques used by marketing professionals to engage with:

- 1) **Customers** – through advertisements, point of sale, leaflets and information = (messaging, benefits & features, strategy, consistency, images and headlines, kitchen sink syndrome, product and brand balance, actual or emotional selling points, theme development)
- 2) **Press** – through press releases, interviews and articles = (being prepared, knowing your benefits, ordering the information, getting the details right, making it easy for editors)
- 3) **Colleagues** – through proposals, briefings, memos and presentations, from board level to general staff. (think feel know techniques, conversations not presentations,
- 4) **Name generation** – with straplines, core messages, the 'why story' using techniques like mind mapping, functional, experiential and evocative names, developing themes.
- 5) **Customer letters** – save time and hassle with standard letter and email templates written in a clear, consistent, polite and grammatical way.



Improving internal and external communications

Benefits for your organisation

Imagine everyone within your team being able to confidently connect with your customers. The language we use across all communications has a cumulative effect on how your business is perceived by the general public. This course will assist your team in getting it right every time.

In addition, the course will ensure core brand values are upheld, permeating throughout the organisation to create a comprehensive 'united front' and a unified and consistent brand dialogue for customers at various touch points.

Benefits for individuals

This course will encourage participants to think about and plan their communications before pen hits paper. Participants will learn the best-kept secrets of copywriting and will be able to apply the techniques to their own internal and external communications.

Topics covered:

- **How to write clear and persuasive copy**
- **How to write compelling headlines and informative body copy**
- **Reduce waffle**
- **Eliminate basic grammatical errors**
- **Employ the best-kept secrets of professional writers**
- **Adapt copy for different media**
- **Gain confidence to tackle all types of communication**
- **Installing internal proofing and checking processes, especially in regard to external communications**

Other courses available

This course will provide basic instructional guidance on ways to improve communication. Other courses which compliment this course are:

- **Bringing the brand alive** – communicating company values across all advertising, Point-of-Sale and general communication media
- **How to write a creative brief** – tips on briefing your creative agency and how to judge the work that your agency delivers.