

Writing for Success Course Outline

Duration: 3 Hours

Course Description

Getting your message across is a vital aspect of marketing. Get your words right and they lead to interest... engagement... sales.

Your words must work wonders for people and search engines alike. This course will give you the confidence to write effectively, gaining presence and engaging your target market.

“Writing for Success” gives you the practical tools to help you write about your business with impact

This practical half day course will make a frontline difference to your business' presence.

Who should attend?

Business owners, managers or team leaders or anyone with responsible for writing copy to market a business

What will it cover?

- Words that inspire people to buy
- Techniques to grab attention and prompt action
- How readers behave online vs print
- Top tips: word count, layout, positioning
- Overcoming writer's block