

COPYWRITING FOR PROFIT



THE ART AND SCIENCE OF WRITING RESULTS-BASED COPY

LEARN HOW TO WRITE:

If your digital and content marketing teams need a refresher course in the art of writing copy that gets results, this workshop could be the 'magic bullet' that makes all the difference.

We've trained the marketing teams for some of Australia's leading universities and get remarkable results for them after just ONE DAY of training. Book a workshop and help your team unlock their creativity, give them the templates and structures they need to write quickly and efficiently and see your conversions and sales soar.

WHO'S IT FOR?

- Content marketing managers
- Digital marketing managers
- Social media marketing managers
- Web and SEO marketing teams
- Brand managers
- Internal communications team
- Executive Assistants

LEARN HOW TO:

- write effective headlines for all mediums – web, email, blogs, social, meta-tags – that cut through the clutter and get results
- write copy for sales funnels, pipelines, landing pages and SEO
- create content marketing pieces that go viral
- use content calendars and templates to streamline the writing process
- write effective, results-oriented short form copy – digital advertising, social media advertising, EDMs, web copy
- write lead generation copy that increases enquiry rates and conversions
- write long form articles, direct mail, sales letters, blogs and brochures that get read from start to finish
- create conceptual advertising for print, outdoor and digital that promotes the brand and wins creative awards
- work effectively with different departments/faculties and get buy-in from others to help you deliver the best copy
- use creative briefs that enables your brand values to be communicated with consistency across every platform and every department
- overcome writer's block, eliminate procrastination and generate 'instant' inspiration to help you write more quickly and effectively

Testimonials

"I used one of your tips and boom! 3 news interview requests in a day. So, a massive THANK YOU".

*Dr Asti Mardiasmo
National Research Manager, PRDnationwide*

"Bernadette blew us away with her knowledge, expertise and enthusiasm for her topic. It was a genuine turning point for my students."

*Lorna Hendry
Lecturer, School of Media and Communication,
RMIT University*

"One of the best courses I have been involved in".

*Chad Pickert,
Channel 9, Advertising Account Manager*

"Bernadette is an exceptional educator".

*Belinda Kynaston,
University Technology Sydney (UTS): Insearch*

ABOUT THE TRAINER - Bernadette Schwerdt

- Founder at the Australian School of Copywriting
- Former Account Director with Young & Rubicam Advertising
- Created campaigns for clients such as Apple, American Express, Ford and BHP
- A university lecturer on copywriting and digital marketing and a popular TEDx speaker
- Copywriting tutor at the Australian Writers Centre and has trained over 8000 students
- Author of the best-selling book, 'Secrets of Online Entrepreneurs'
- Presenter of Austereo's "How to Build and Online Business" podcast
- A judge of the Anthill Cool Company Awards and the ORIAS (Online Retail Industry Awards)
- Writes for BRW, Money and Marketing Magazine
- Has a degree in Business (Marketing) from the University of South Australia
- Is a certified practitioner of Neuro-Linguistic Programming (NCP)
- Is an accredited instructor in Myers-Brigg Type Indicator (MBTI)

SPECIAL BONUS OFFER

Book a one-day workshop and receive 7 complimentary copies of the 10-module course 'Learn How to Write Copy' online course. Extend the learning long after the workshop is over. Valued at \$5500.



Bernadette Schwerdt
Course Director and Trainer

HOW TO BOOK

Ring: 03 9337 6601 or 0419899132 to book a date for your workshop.

Email: info@copyschool.com

Web: Visit www.copyschool.com to see our full suite of online courses and testimonials.

www.howtobuildanonlinebusiness.com.au

www.copyschool.com

Money Back Guarantee: If you're not 100% completely satisfied with the course, we'll refund your money, no questions asked.

"What you'll learn will change the way you present. Highly recommend it."

*Paul Greenberg
co-founder Deals Direct.com.au*

"As a lecturer, I speak for a living but what I learnt has taken my skills to a new level. I highly recommend it for any manager who has to speak in public."

*Dr Heather Fraser
Senior Lecturer, Flinders University*

