Copy School

COPYWRITING FOR PROFIT

THE ART AND SCIENCE OF WRITING CONVERSION COPY

COURSE OVERVIEW:

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

We've trained the marketing teams for some of Australia's leading companies, startups, not-for-profits and 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.

Customised training:

Every workshop is customised for your team and industry and every participant is given personalised feedback on their copywriting work.

ONE DAY COURSE
In-person or Online

WHO'S IT FOR?

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

LEARN HOW TO:

- harness the power of ChatGPT and AI prompts to fast-track the writing process

- write effective copy for all mediums – web, email, blogs, pay per click, newsletters, You Tube, Facebook and Instagram – that cut through the clutter and get results

- write copy for sales funnels, pipelines, landing pages and SEO

- use creative briefs that enable your brand values to be communicated with consistency across every platform and every department

- leverage formulas and templates to write headlines that get clicked

- use content calendars and templates to streamline the writing process

- write lead generation copy that increases enquiry rates and conversions

- write long-form articles, direct mail, sales letters 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/teams/faculties and get buy-in from others to help you deliver the best copy

- overcome writer's block, eliminate procrastination and generate 'instant' inspiration to help you write more quickly and effectively
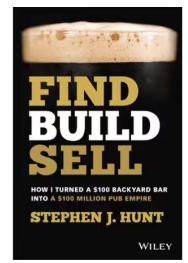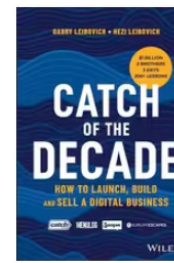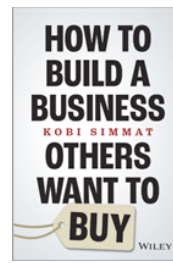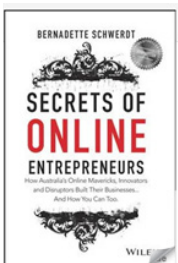
ABOUT THE TRAINER – Bernadette Schwerdt

- Founder of 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
- Host of the leading podcast, 'So you want to be a copywriter'
- Head copywriting tutor at the Australian Writers Centre and has trained over 10,000 students
- A judge of Australian Business Book Awards, 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 (NLP)
- Is an accredited instructor in Myers-Brigg Type Indicator (MBTI)

Bernadette Schwerdt
Founder of
Australian School of Copywriting

Author, ghost-writer and book coach of:

SECRETS OF ONLINE ENTREPRENEURS | HOW TO BUILD AN ONLINE BUSINESS | HOW TO BUILD A BILLION DOLLAR BUSINESS – RADEK SALI | HOW TO BUILD A BUSINESS OTHERS WANT TO BUY – KOBI SIMMAT | CATCH OF THE DECADE | FIND BUILD SELL – STEPHEN J. HUNT