



## Copywriting Courses for Small Business Owners

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### Introduction to Copywriting Course

The Introduction to Copywriting course lays the foundations and teaches you the professional writing styles and techniques needed to write effective copy. Taking you through the essentials step-by-step, this short copywriting course includes:

- Concise, bite-sized study modules
- Research and task-based learning activities
- End of module revision tests
- Self-assessment exercises
- Information downloads
- Screencast tutorials
- One year's access to the course material
- Certificate on completion

### Introduction to Copywriting course syllabus

The Introduction to Copywriting is a home study course delivered online using a dedicated learning management system. With additional activities, self-assessment exercises and revision tests, the course takes you through all the principles of copywriting in easy to understand steps. This course includes a tutor-assessed assignment and a completion certificate. You can enrol for the Introduction to Copywriting course now for just £115.00.

### What's included?

- 6 comprehensive study modules
- 16 additional activities
- 6 online revision tests
- 3 self-assessment exercises
- 1 information download
- 2 screencast tutorials

### Copywriting course modules

#### Module 1: More than words

- Marketing messages
- Which font
- Letter cases and alignment



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### Module 2: Grammar and punctuation

- The importance of punctuation
- Copywriting and the rules of grammar

### Module 3: Copywriting styles

- Creating impact
- Writing tight copy

### Module 4: Copywriting techniques

- Tone of voice
- Weasel words
- Power words
- The importance of the offer
- Sales tools
- Straplines and slogans

### Module 5: The importance of accuracy

- The proofing process
- Creating a proofing checklist
- Presentation checking
- Dealing with criticism

### Module 6: What to write about

- Features and benefits
- Turning features in benefits
- Key questions to ask yourself

### Module 7: End of course assessment

- Tutor-assessed copywriting assignment

Learn essential copywriting skills online in your own time with this foundation course for just £115.00 - enrol today!