



## Copywriting Courses for Small Business Owners

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### Press Release Writing Course

What better way to promote your business than to have it featured in the media? PR articles are perceived as being more credible than paid for advertising. Many businesses fail to take advantage of their PR opportunities because they don't know how to write a press release.

With this press release writing course, you'll learn how to write professional press releases. The training is delivered online and, as well as a tutor-appraised end-of-course assignment, this press release copywriting course includes:

- Clear, easy to understand study modules
- Additional learning activities
- Online quizzes to test your knowledge
- Self-assessment exercises
- Information downloads
- One year's access to the course materials
- Completion certificate

### Press Release Writing course syllabus

#### Module 1: Introduction to PR

- What is PR?
- The importance of good press releases
- Is PR free?
- Online and offline PR

#### Module 2: Generating PR and selecting the media

- How to develop a PR mindset
- What's newsworthy?
- Ways to generate PR
- Researching the media
- Targeting the media

#### Module 3: Writing styles

- Copywriting tricks of the trade
- The importance of fonts
- What is white space?
- Letter 'cases'
- Text alignment



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- Structuring your copy
- Tight copy

### Module 4: The elements of a press release

- The importance of headlines
- What are the 5Ws?
- Writing in a logical sequence
- The spokesperson's quote
- What are 'notes to editors'?

### Module 5: Writing online press releases

- Benefits of online PR
- SEO in a nutshell
- Using keywords in your press release
- What are links?
- Posting press releases online

### Module 6: Distributing your press releases

- How to send a press release
- Tailoring press releases for different audiences

### Module 7: End of course assessment

- Tutor-assessed press release writing assignment

Learn how to write effective press releases online in your own time for just £115.00 - enrol today!