

English Copywriting Training (3-Day Course)

Do you want to improve your copywriting skills in the English language? We offer a 3-day course tailored to you and your organization's needs.

Nowadays in the Netherlands, more and more Dutch copywriters are required to have flawless written English skills. However, having a good written knowledge of the English language is simply not enough to be persuasive and to win over your audience.

Therefore, our copywriting course equips you with tangible English language skills, helping you become more aware of the potential problem areas in your writing. You'll learn how to refine your English copywriting skills, avoid 'Dunglish' and improve your use of prepositions (without translating them).

We'll also examine various kinds of online copy within your industry (i.e. websites, mailers, UX copy, mobile copy etc.) and you'll have the opportunity to gain valuable individual feedback on your writing during the sessions.

Ability Level: Beginners to Intermediate (you are preferably already writing copy in the English language)

Language: English (you need to have at least a B1-B2 level of English to fully participate).

Course Duration: 3-Day Training (from 10am – 3pm) – depending on organization's needs.

Course Outcomes:

1. Writing Theories
2. Sentence Construction and Types
3. Common Errors by Dutch Speakers
4. Clichés
5. UK vs. US English
6. Active vs. Passive Voice
7. Prepositions
8. Adverbs vs. Adjectives
9. Punctuation Marks
10. Avoiding Tautology
11. Transitional Words
12. Contractions
13. Concord
14. Effective Copy Examples (Websites, Mailers, UX and Mobile Copy Etc.)