

English Copywriting Training
Trainer: Elizabeth Joss
Training Day 1: TBC

Programme:

10:00 – 10:15	Intro / Getting To Know Each Other / Topics To Be Covered Today
10:15 – 10:20	CEFR Levels / Official English Tests
10:20 – 10:30	Writing Theories
10:30 – 10:45	(1) Common Errors (Dutchisms, Idiomatic Language Etc.)
10:45 – 11:00	Exercise 1: Common Errors (Dutchisms, Idiomatic Language Etc.)
11:00 – 11:15	(2) Formal Versus Informal Copy
11:15 – 11:30	Exercise 2: Formal Versus Informal Copy
11:30 – 11:45	(3) Active Versus Passive Voice
11:45 – 12:00	Exercise 3: Active Versus Passive Voice
12:00 – 12:30	LUNCH BREAK
12:30 – 12:45	(4) Improved Prepositions Usage
12:45 – 13:00	Exercise 4: Improved Prepositions Usage
13:00 – 13:15	(5) Improved Adverb / Adjective Use
13:15 – 13:30	Exercise 5: Improved Adverb / Adjective Use
13:30 – 13:45	(6) Writing ‘Kickers’ / Call-To-Actions (for Social Media / Newsletters etc.)

13:45 – 14:00	Exercise 6: Writing ‘Kickers’ / Call-To-Actions (for Social Media / Newsletters etc.)
14:00 – 14:15	Summary of Today’s Content and Wrap Up
14:15 – 14:30	Individual Feedback (Participant 1)
14:30 – 14:45	Individual Feedback (Participant 2)
14:45 – 15:00	Individual Feedback (Participant 3)

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Training Day 2: TBC

Programme:

10:00 – 10:15	Topics To Be Covered Today / Warm Up
10:15 – 10:20	(1) Transitional Words in Body Copy
10:20 – 10:30	Exercise 1: Transitional Words in Body Copy
10:30 – 10:45	(2) Concord Errors in Copywriting
10:45 – 11:00	Exercise 2: Concord Errors in Copywriting
11:00 – 11:15	(3) Removing Tautology in Copy
11:15 – 11:30	Exercise 3: Removing Tautology in Copy
11:30 – 11:45	(4) Contraction Usage in Copywriting
11:45 – 12:00	Exercise 4: Contraction Usage in Copywriting
12:00 – 12:30	LUNCH BREAK
12:30 – 12:45	(5) Reducing Clichés in Copy
12:45 – 13:00	Exercise 5: Reducing Clichés in Copy
13:00 – 13:15	(6) Correct Punctuation Marks
13:15 – 13:30	Exercise 6: Correct Punctuation Marks
13:30 – 13:45	(7) Observing Tone in Online Copy

13:45 – 14:00	Exercise 7: Observing Tone in Online Copy
14:00 – 14:15	(8) Using Emotive Words in Copy
14:15 – 14:30	Exercise 8: Using Emotive Words in Copy
14:30 – 14:45	Summary of Today’s Content and Wrap Up
14:45 – 15:00	Individual Questions / Feedback Time

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Training Day 3: TBC

Programme:

10:00 – 10:15	Topics To Be Covered Today / Warm Up
10:15 – 10:20	(1) Observing and Improving Style
10:20 – 10:30	Exercise 1: Observing and Improving Style
10:30 – 10:45	(2) US vs. UK English
10:45 – 11:00	Exercise 2: US vs. UK English
11:00 – 11:15	(3) Implementing Power Verbs
11:15 – 11:30	Exercise 3: Implementing Power Verbs
11:30 – 11:45	(4) Removing Negation
11:45 – 12:00	Exercise 4: Removing Negation
12:00 – 12:30	LUNCH BREAK
12:30 – 12:45	(5) Writing Powerful Headlines
12:45 – 13:00	Exercise 5: Writing Powerful Headlines
13:00 – 13:15	(6) Including SEO Keywords
13:15 – 13:30	Exercise 6: Including SEO Keywords
13:30 – 13:45	(7) Writing Call-To-Actions For Blogs

13:45 – 14:00	Exercise 7: Writing Call-To-Actions For Blogs
14:00 – 14:15	(8) Inspirational Copy Examples
14:15 – 14:30	Exercise 8: Inspirational Copy Examples
14:30 – 14:45	Analysing Your Writing (Google Analytics, A/B Testing etc.)
14:45 – 15:00	Summary of Today’s Content and Final Course Wrap-Up