

## English Copywriting Crash Course (1-Day Course)

*Do you want to train your team in English copywriting skills? Or does your team simply require a one-day refresher when it comes to English copywriting? Native English speaker, Elizabeth Joss, offers an interactive **1-day copywriting crash course** tailored to you and your company's needs.*

*More and more **copywriters** in the Netherlands (and beyond) need to have a high level of written English. In the past, copywriters were exclusively equipped to write in Dutch (or their mother tongue). As more and more companies within Europe do business on a global scale, writing effectively and persuasively in more than one language becomes of great importance. However, writing in a language which is not your mother tongue may, in fact, come naturally, but effectively persuading your audience using that same language is a different story.*

*Therefore, my one-day English copywriting crash course equips you and your team with the necessary **English language skills** to take your online copy to new heights. You'll learn how to improve your overall English copywriting skills, become more aware of 'Dunglish' (if you're a Dutch speaker), improve your sentence construction (to persuade), and work on various other language points.*

*Moreover, during this one-day copywriting crash course, we will also take a look at online copy within your industry and beyond (i.e. websites, mailers, UX copy, mobile copy etc.).*

**Ability Level:** Beginners to Intermediate (you are preferably already writing basic copy in the English language or maybe about to embark on a new role that requires basic English copywriting skills).

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

**Course Duration:** 1-Day Training (from 10am – 3pm) – depending on organization's needs.

### Course Outcomes:

1. Writing Theories
2. Improving Sentence Construction
3. Common Errors by Dutch Speakers
4. Clichés
5. Active vs. Passive Voice
6. Avoiding Tautology
7. Contractions
8. Effective Copy Examples (Websites, Mailers, UX and Mobile Copy Etc.)