

The Complete Copywriter Course



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Members of the British Institute for Learning and Development and ABCC



The Writers Bureau is a member of the Association of British Correspondence Colleges. www.homestudy.org.uk

The Writers Bureau is a member of the Association of British Correspondence Colleges. The fundamental purpose of the Association is to promote sound educational standards and ethical business practices.

Membership is only open to distance learning colleges who have provided a consistently reliable and efficient tutorial service for not less than five years and who comply with the criteria for membership approved by the Council of the Association. They must agree to comply with the Association's code of ethics which guarantees high standards of service and integrity on the part of all colleges.



The Writers Bureau is a member of the British Institute for Learning and Development (BILD). www.british-learning.org.uk

Members of the British Institute for Learning and Development sign up to a code of conduct which indicates the standards expected of them. The adoption of this code is an integral part of membership and provides the basis through which the Institute promotes its members' commitment to quality and good practice.

The British Institute for Learning and Development seeks to impart advice on best practice, techniques and technologies in learning and the use of quality models for continuous improvement amongst its members.

For more information about the British Institute for Learning and Development visit: www.thebild.org.

Your Copywriting Career

If you want an outlet for your writing talents that is creatively fulfilling and can fill your pockets, copywriting is the ideal career for you.

Copywriting is also a skill for which there is a huge demand. Pick up any newspaper or magazine and inside you will find dozens, maybe hundreds, of adverts, all written by copywriters. Tune in to any commercial TV or radio station and you will witness many more examples of the copywriters' art. Open your morning mail, and the chances are you will find sales letters, leaflets and brochures. We may curse this as 'junk mail', but somewhere a copywriter has been paid to create it.

And here's a crucial fact. **Even during downturns and recessions, there will ALWAYS be a need for skilled copywriters.** Indeed, at such times the demand is even greater. Effective copywriting ensures that a company's products and services are brought to the attention of people who may need them, and persuades them – or starts to persuade them – to buy. Copywriters perform an essential role for businesses, and they are well rewarded for doing so.

Copywriters perform a vast range of tasks. Among other things, they include writing magazine and newspaper ads, brochures and leaflets, sales letters, press releases, TV and radio commercials, newsletters, product packaging, recruitment ads, web pages, marketing emails, and much more. **According**



to the Advertising Association, every year UK firms alone spend over £19 BILLION on advertising. So, as you can see, there is plenty of money to go around!

No special qualifications or experience are needed to become a copywriter, beyond a reasonable standard of written English. Some creative talent helps too, and you must be keen to learn the skills required. If you meet these simple requirements, the Complete Copywriter Course will teach you everything you need to get started, and show you how to attract paying clients as well.

Once you've completed your first few copywriting commissions successfully, others are sure to follow. And soon you will be a busy, successful, copywriter, getting well paid for stringing words together for clients, and enjoying applying your creative talents in this exciting, fast-moving field. **No wonder most copywriters think they have the best job in the world!**

Your Course

The tuition we offer you is a comprehensive, home-study course in professional copywriting. This has been written by a freelance copywriter,

who for many years has earned his living from writing and copywriting. **And he's happy to share the secrets of his success with you.**

Your course is divided into ten information-packed study modules, each of which includes self-study exercises and ‘homework’ to help reinforce the content of the lessons. In addition there are six assignments, all involving practical copywriting tasks, on which your tutor gives you help, advice and guidance. There is a detailed outline later, which we suggest you study carefully. You will learn about all the main tasks that are likely to come your way as a freelance copywriter.

You start with the basics all copywriters need to know. We explain what copywriting is and the huge variety of tasks it entails. We reveal the essential role that copywriting performs within a business’s marketing and advertising strategy, and explain the basic principles of persuasive writing. You learn about fundamental copywriting guidelines such as **AIDA (Attention – Interest – Desire – Action) and ‘selling the sizzle’**.

We go on to look at the different types of copywriting task you may be asked to perform. These include press advertising, sales letters, recruitment ads, newsletters, press releases, and TV and radio commercials. We examine the art of writing for the Internet, looking at the special requirements of this rapidly expanding

medium. The course also covers copywriting for charities and other non-profit organisations.

We recognise that many students will be new to working for themselves, so practical advice on business matters is included too. The course discusses the pros and cons of working from home, what form of business organisation is likely to work best for you, and how to present a professional image. We spend some time examining the financial aspects of running a business, including Income Tax, VAT and National Insurance, setting fees and invoicing, financial record-keeping, and so on. And we include information about other professionals who will be able to advise and assist you – some free, others for a fee.

Next, and at least as important, we tell you how to find paying clients. Here we explain exactly what to do and how to do it, to give you the best possible chance of obtaining work.

And finally, we come to what, in our view, is the most important aspect of all – YOUR PERSONAL TUITION. This is the individual advice, help, guidance and encouragement that you receive from your tutor. So, let’s tell you more about it...

Your Personal Tuition

As well as studying the information in the course, to develop your skills you also need to put into practice what you have learned.

So in the Complete Copywriter Course we give you six practical copywriting assignments, to be assessed by your personal tutor.

The assignments are designed to cover all the main areas of copywriting. They are closely based on real-life copywriting tasks you might

be given by an actual client. **Your tutor will be able to judge how your ability is developing from these, and will advise you on any areas in which you need to improve. Your tutor will also provide motivation and encouragement, answer any questions you may have, and help you to achieve your copywriting goals.** As a result of this close, one-to-one guidance, many students come to regard their tutor as a personal friend.

Your tuition is an essential component of your course. And at The Writers Bureau, **not only do we promise you proper tuition, we GUARANTEE it.** If your tutor does not correct an assignment properly and thoroughly, **we will assess it again and GIVE YOU A £10 REFUND.** That is how committed we are to giving you the best possible start to your copywriting career.

Each of our tutors is, of course, a working professional copywriter. From their own experiences they can help you master the skills of copywriting, find paying clients, and produce the standard of work that will have your clients clamouring to hire you time and time again.

As well as your personal tutor, you also receive the support of everyone here at The Writers Bureau, from the Principal through to the student advisors who work in our office. We are all 100 percent committed to helping you to become a professional copywriter. That, in a nutshell, is what you can expect from this course.

Finding Copywriting Clients

One of the biggest concerns new copywriters express is finding clients for their services. At this stage do not let this trouble you. As we have already said, there is a huge market for copywriters in Britain alone – and with modern electronic communications and the Internet, it is even possible to offer your services to potential clients overseas.

We will show you what to do and how to do it. To have the best chance of success, it is important that you approach marketing your copywriting services in a professional way. So we make this part of your tuition just as thorough as the instruction itself. We are as keen to see you start being paid for

Director of Studies



Diana Nadin

Diana Nadin has had over 30 years' experience in distance learning and is one of the country's leading experts in this field. She has developed a deep insight into student needs and how to help you with your studies. Diana knows that it is particularly important that you have competent, conscientious tutors throughout your course because they have a significant influence on your progress. So, she makes sure great care is taken when appointing a tutor to you as this relationship can make all the difference between failure and success.

your copywriting as you are – after all, your success is our best advertisement!

As you can see from the course outline, a whole module is devoted to marketing your copywriting services. Here you learn everything you need to know to start selling your services professionally. You learn about the differences between companies and advertising agencies, and how to approach each type of client successfully. We show you how to understand clients' needs and how to delight them by meeting – and even exceeding – their expectations. We reveal how to maximise your chances of success

when applying for work, including a model letter of application you can adapt to your own circumstances. We describe little-known methods you can use to swiftly overcome the ‘no experience’ problem and build a substantial portfolio of work with which to impress any potential client. And we set out ways you can use the Internet to help generate as many offers of work as you can handle. This is in addition, of course, to any specific advice that your tutor gives you.

Once your copywriting reaches a professional standard, you should have no difficulty finding paying clients for your services. **Follow our advice carefully, take note of everything your tutor tells you, and we are confident that you will very soon be enjoying a successful, well-paid career as a professional copywriter.**

Your Contribution

So far we have talked mainly about what the Complete Copywriter Course can offer you. But equally, there are some qualities we need from YOU as a potential student. It’s important that you possess these qualities in order to benefit from the course.

First, as mentioned earlier, you need good basic written English. You DON’T have to be a literary genius – indeed, that could actually work against you. Copywriters normally write in a down-to-earth, conversational style that the average reader can relate to. There is little demand for copywriters to produce flowery, literary prose!

You do, though, need to understand the basics of grammar, spelling and punctuation. Copywriters are regarded by their clients as experts in the written word, and unlike other forms of writing your work will seldom be checked by a professional editor. Obviously, your tutor will help you with any minor problems that become apparent; but if your written English is poor, this is probably not the right course for you.

Second, and at least as important, you need enthusiasm and a willingness to learn. The

skills of copywriting are not difficult to master, but doing so will require hard work and perseverance. It’s important that you are serious and committed about making copywriting your career. If you are, we will match your commitment 100 percent with our own.

And finally, to succeed as a copywriter, you need some creative talent. Copywriters must have a fertile imagination, to keep coming up with original ideas to help sell what may be very familiar products and services.

This matter of creativity worries many would-be copywriters. In practice, though, it is seldom a major obstacle. For one thing, if copywriting appeals to you as a career, the chances are good that you have the creative spark required. If you have ever seen an advert and thought ‘That would be better if...’, it’s very likely that you have the talent needed.

In the Complete Copywriter Course we show you how to apply and develop your creative imagination. We reveal practical, step-by-step methods you can use to approach any copywriting task, and avoid the dreaded writer’s block.

Not only that, Module Nine includes a range of powerful, little-known, idea-generating techniques. **If you are ever struggling to come up with an idea for a particular copywriting project, the techniques set out in this module should give you all the inspiration you need.** To sum up, if you have good basic written

English and some creative ability, and are enthusiastic and willing to work hard to master the art of copywriting, we will match your commitment with our own. **We will help you in every possible way to achieve your dream of becoming a professional copywriter.**

Your Guarantees

Because we have full confidence in the course and tuition service, we are able to make your enrolment as risk free as possible by giving you a cast-iron, double guarantee.

This states quite clearly that:

1. You have the course on 15-day inspection. If you are not completely satisfied with it, just return it within 15 days of receipt and your money will be refunded in full.
2. We will give you a £10 refund for every written assignment that is not assessed properly by your tutor (failing agreement between us arbitration is available).

These guarantees are your safeguard of a fair deal from The Writers Bureau and they are set out clearly and unambiguously on your enrolment form. They also ensure that we maintain high tuition standards. After all, we have to live up to them to preserve our good reputation. Providing you play your part, you really can't lose!

The Comprehensive Course That Can Bring YOU Success As A Copywriter!

Please study the course outline carefully. You will then see how the course itself matches the claims we make for it.

In addition, remember that every module includes practical, self-study tasks and exercises designed to reinforce your learning and help you put into practice the skills taught in that module. You will also have six assignments which will be assessed by your tutor. The feedback you receive on these assignments will help you to refine and perfect your copywriting skills.

You follow your study programme according to your own ability. You can complete it wherever you are in the world. You can adapt it to suit your own timetable. You can start as soon as you like. You can study when it suits you – and you have up to four years to complete the course! This is important, for different people write and study at different speeds.

Your study programme itself is equally flexible. If you wish to alter the order of your studies, for example studying writing for the

Internet before public relations writing, this is easily arranged. You can also have extra practice in any aspect of copywriting as required. Any adjustments to your study programme take place after you enrol, according to your progress and inclinations.

This is all part of the personal service we give you, and is one of the big advantages of such a flexible system.

In addition to your course modules, there are two additional supplements, one on interview skills, the other on punctuation

Module 1 – Introduction

We begin the course by discussing what copywriting is and the aims it seeks to achieve. The module reveals the broad range of copywriting work, and discusses the skills and aptitudes required to be a successful copywriter. We examine the earning potential for copywriters, and the ‘tools of the trade’ you will require. We introduce you to your Swipe File, explaining what this is and why you need it, and provide some content you can use to start your own. The module concludes with a preview of the rest of the course and some advice on how best to approach your studies.

Module 2 – Advertising and Copywriting

In this module we provide an introduction to advertising. We examine the so-called marketing mix, the combination of factors by which companies attempt to generate profits, and see how advertising fits in to this. We go on to look at a number of fundamental copywriting principles, including the all-important acronym AIDA, ‘selling the sizzle’, writing ‘You copy’ versus ‘We copy’, and the WAYS principle (Write As You Speak). We also discuss the Customer-Focus Ratio, a simple formula you can use to calculate whether an advertisement is sufficiently focused on the reader. All of these concepts and more are explained in full in this module.

Module 3 – Advertisement Writing

In this module we focus on advertisement writing: the ‘bread-and-butter’ work for copywriters. We look at the importance of following a brief, and discuss matters such as research, positioning and demographics, all of which are crucial to producing copy that meets your client’s requirements. We examine a copywriter’s legal and moral obligations, and go on to look at classified advertising – the most basic type of advertising of all. We move on to consider display advertising, and look at ways words can

and spelling. As well as the specialist subjects covered, the supplements give you some excellent advice that will help any writer.

Your full course is sent to you as soon as you enrol and comes in an attractive ring binder for easy storage and use.

*Once you have read the synopsis you will see how the course modules, **combined with the personal tuition, give you all the tools you need to build a successful career for yourself as a professional copywriter.***

be combined with images and other graphic devices. The module concludes with a mini-glossary of advertising terms.

Module 4 – Sales Letters and Direct Mail

In this module we turn our attention to a very common source of work for copywriters – creating sales letters. We look at how the AIDA principle can be applied to writing a sales letter, and provide a complete sample sales letter, with an analysis of how it works and ways it could be improved. The module discusses sales letter style, and sets out some hints and tips for writing better sales letters. Finally, we look at the role of sales letters in direct mail, and discuss some of the other items used in direct mail a copywriter may be asked to produce.

Module 5 – Public Relations Writing

In this module we look at another steady earning opportunity for copywriters, public relations (PR) writing. We look at what is meant by PR and how it differs from advertising – and, very importantly, we set out the major differences between PR style and advertising style. We explain how to write a press release, the single most common job for a PR copywriter. We go on to consider advertorials, and also look at other types of PR writing copywriters may be asked to perform: brochures, newsletters, leaflets, and so on. PR writing offers almost limitless opportunities for copywriters. This module gives you all the tools and knowledge you need to succeed in this field.

Module 6 – Writing for Online Markets

As well as making it far easier for freelance copywriters to work from home, the Internet has opened up a huge range of opportunities for them. In this module we set out the basic principles of writing for the World Wide Web. As it’s helpful for copywriters to know a bit about how

web pages are created, we include a section on essential HTML (the programming language in which web pages are created). We explain how to write, edit and update a web page, and also look at the art of writing commercial emails and ezines (electronic magazines). There is a particular demand for copywriters who can produce effective website sales pages, so we look at this in some detail, comparing and contrasting them with printed sales letters. We also explain SEO (search engine optimization) copywriting, another task online copywriters are often asked to perform. The module concludes with a look at blogging and micro-blogging, two more web-based tasks that can offer steady earning opportunities for copywriters.

Module 7 – Setting Yourself Up in Business

In this module we focus on the business side of working as a freelance copywriter. We explain the different types of business organisation – sole trader, partnership and limited company – and set out the pros and cons of each. We also examine the benefits and drawbacks of working from home. The module discusses your business letterhead and ‘image’. It also looks at Income Tax, National Insurance and VAT, topics anyone running a business of their own needs to know about. Setting fees and producing invoices is covered, as is setting up a basic system for financial record-keeping. Finally, we discuss other people who may be able to help you with your business – some for a fee, others free of charge.

Module 8 – Marketing Your Copywriting Service

All your copywriting knowledge and skills will be of little benefit if you can’t get clients. So in this module we look at the best ways to find clients for your copywriting business. We look at the two main types of client for copywriters, businesses and agencies, and explain the differences between them. We provide a short explanation of what advertising agencies are, and why they may need freelancers. The module discusses how to apply for work, and how you may be able to overcome the ‘no experience’

problem when you are first setting out. We provide a model letter of application you can adapt for selling your copywriting services, and provide some recommendations for preparing a portfolio to impress potential clients. Finally, the module discusses setting up your own web page to promote your copywriting service.

Module 9 – Reviewing and Polishing Your Work

Returning to actual copywriting, this module looks at how you can improve your skills. We examine ways of getting feedback about your work, emphasising the importance of building a good working relationship with your clients and encouraging constructive criticism. The module reveals a range of idea-generating techniques that can boost your creativity (and productivity). We look at the art of working with graphic designers, and offer a selection of further tips, including advice from the world’s top copywriters. The module concludes by setting out some useful online and off-line resources for improving your copywriting skills.

Module 10 – Taking it Further

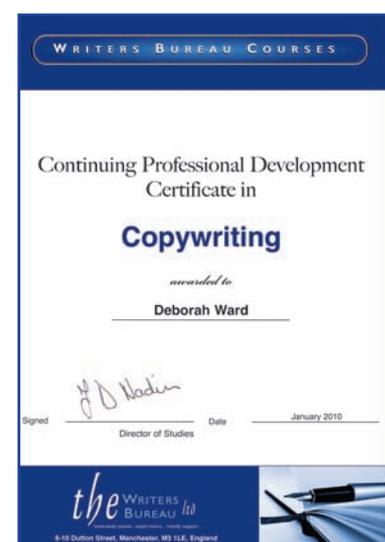
In the final module of the course, we look at how you can build your client base, and how to obtain higher-paid work. We look at the pros and cons of specialising, and examine the art of copywriting for TV and radio – the highest paid and probably most glamorous of all copywriting assignments. The module also discusses two more specialised areas, recruitment copywriting and writing for charities and voluntary organisations. We talk about the power of networking for copywriters, and how you can apply it to your advantage. The module concludes with our closing tips and advice on establishing yourself as a successful, well-paid, professional copywriter.

Supplements:

Punctuation and Spelling
Getting The Most From Interviews

Continuing Professional Development Certificate

A Continuing Professional Development (CPD) Certificate is awarded to all successful students. You qualify for your Certificate as soon as you have satisfactorily completed all six assignments. you can be rightly proud of receiving it; because it is, we hope, just the start of much bigger things to come.



Looking Ahead

We hope that this Prospectus has made clear what you can expect as a student of the Complete Copywriter Course, and that you are now ready to make your commitment to a better future and sign up to the course.

Our team is ready and waiting to provide you with all the information, advice and encouragement you need to become a professional copywriter. As well as detailed, stimulating study materials, you will get personal guidance from our experienced tutors, advice on marketing your services, and two copper-bottomed guarantees – everything, in short, that you need to become a well-paid, professional copywriter.

There really never has been a better time to set up as a copywriter and enjoy all the satisfaction and financial rewards of working in this exciting field. Not only that, as a self-employed freelance you will be able to work the hours you choose from the comfort of your own home. With no boss standing over you, you will be free to organise your working routine in whatever way suits you – and your family – best.

Copywriting is also endlessly diverse, intellectually challenging, and almost invariably stimulating and enjoyable. As a professional copywriter, we can promise that the one thing you will never be is bored!

How To Enrol

Anybody can enrol on The Writers Bureau Complete Copywriter Course. You do not need any special qualifications or background and you can start whenever it suits you. Just complete the enrolment form enclosed with this booklet and send it to us, together with your fee or deposit, and your full course will be sent to you straightaway.

The Complete Copywriter Course provides the ideal passport into this profession. And once you're in, there is almost no limit to how far you can go. Maybe you'll choose to specialise in a particular area, such as writing TV commercials (among the highest paid of all copywriting jobs). Specialisation can be the key to earning top rates as a copywriter. Or maybe you'll simply enjoy providing a varied service to a wide range of local clients. You might even decide to use your copywriting skills to get a salaried job with a company or advertising agency. Whatever you want, with the foundation we provide in this course, the future really is in your hands.

When you compare everything we offer with the fees we charge, we are sure you will agree that the Complete Copywriter Course represents tremendous value for money. The cost of the course (which you can set against your writing income for tax purposes, by the way) really is tiny compared with the many financial and other benefits you will enjoy as a professional copywriter.

If you still have any questions we have not answered in this Prospectus please get in touch and we will be happy to try to do so. Otherwise, we look forward to warmly welcoming you as a new student. Please see below for details of how to enrol.

For those who wish to pay by credit card you can enrol online. Visit the web address shown on your enrolment form or call:

Freephone 0800 389 7360 24hrs

So we now look forward to hearing from you, and hope this is the start of a long and happy relationship between us.

12 Reasons Why You Can Enrol With Complete Confidence

- 1.** A first-class comprehensive course written by a successful professional copywriter.
- 2.** Caring, constructive help from expert tutors (all working copywriters themselves).
- 3.** Two Guarantees to make your enrolment as 'risk free' as possible.
 - a) You have the course on 15-day inspection, without obligation.
 - b) £10 refund for each assignment not properly corrected.
- 4.** Help and advice when you need it from our experienced Student Services Team. Plus, Student Community Area on our website for safe contact with other students.
- 5.** Flexible study programme to suit YOU.
- 6.** Six individual writing assignments for practice and guidance, plus self-study tasks and exercises with every module.
- 7.** All your assignments are based on 'real-life' copywriting tasks you might be asked to perform for a client.
- 8.** Specialist help on how to sell your copywriting services. Your tutor will give you further advice on this.
- 9.** Your full course is sent as soon as you enrol. This is attractively presented in a library sleeve.
- 10.** You can pay your fees by instalments if this is more convenient.
- 11.** You have a full four years (if required) to complete your studies.
- 12.** You are awarded a CPD (Continuing Professional Development) Certificate as soon as you have completed all six assignments.

Writers Bureau – Everything You Need For Writing Success

Fast Enrolment with Your Credit Card



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On Line

www.wbcopywriting.com
(Do **NOT** send your credit card details by e-mail)