

HOW TO BECOME A CERTIFIED PROFESSIONAL COPYWRITER

THE BLACKFORD CENTER

A top-down view of a wooden desk. In the top left, a portion of a silver laptop is visible. To its right is a white ceramic mug filled with dark coffee. Below the mug are two yellow pencils and a crumpled ball of yellow paper. To the right of the pencils is a yellow sticky note with horizontal lines. A blue semi-transparent banner is overlaid on the left side of the image, containing the title text.

COPYWRITERS ARE SPECIAL

Copywriters are a special breed of people. They're skilled writers. They have an excellent standard of living. Their work is intellectually demanding, and they inhabit a glamorous world.

Their work appears on websites, in glossy advertisements, in TV jingles, and in beautifully produced brochures. But most work unseen, and few people know them.

WHAT IS COPYWRITING

Copywriting is the text of advertisements, websites and brochures. Whenever an organization promotes itself - through a press release, for example, or a newsletter - it needs a copywriter. That's why copywriting is everywhere - on websites, billboards, local newspaper ads and every clever slogan.

Copywriting is probably the most creative and demanding branch of writing. You start with a blank sheet of paper. You may have only a couple of days to meet the client's deadline. And your work may be read by millions of people.

The market is vast. Every business, small and large, has to promote itself. Every company needs leaflets or a website. And every new product needs a pack that will entice us to buy it.

These days all organizations need to communicate, including hospitals, local authorities and charities. So the opportunities for you are infinite. Organizations are constantly changing, so their literature and ads need regularly changing, too.

YOU HAVE THE SKILL

Condensing a client's vague ideas into crisp copy is a talent that's inside every writer. But you need the secrets of this course to bring out that skill.

If you can write (or you're prepared to learn) you can be a copywriter. Once you've learnt the secrets, you can write any kind of publicity material. That is why the Diploma in Copywriting course is so useful: it will turn you into a professional copywriter.

Having a client approve your first piece of copy is a real thrill. And that's surpassed only by the thrill of receiving a check. Imagine getting paid for doing what you enjoy.

IS THERE MUCH COMPETITION?

Unlike the world of publishing, there is little competition - because there are few copywriters. Some copywriters work for top New York or LA advertising agencies; but most work freelance.

The big ad agencies don't tackle small jobs. They would have to charge too much. And they can't respond quickly enough. That's when a freelance copywriter is need-ed.

Many companies are too small to justify hiring a big agency (because most firms employ fewer than ten people). But they need someone to write press releases or direct mail letters. You can provide that service.

**"BUT YOU NEED THE
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OUT THAT SKILL."**



ABOUT THE PROGRAM

The program is carefully designed to show you how to become a professional copywriter. It's structured to give you the right information when you need it. There is comprehensive documentation and specialist support material.

Your assignments will be marked by one of our experienced tutors. It means your work is checked in a friendly and confidential atmosphere before being exposed to the outside world.

The course is a complete learning package. It's crammed full of information, tips and exercises. Everything is beautifully packaged to provide you with your own permanent reference library which you can consult long after completing the course.

Constructed by copywriting experts, the program distils years of experience, covering every

kind of market and all types of publicity. And it incorporates the most common questions and comments made by our students.

PERSONAL TO YOU

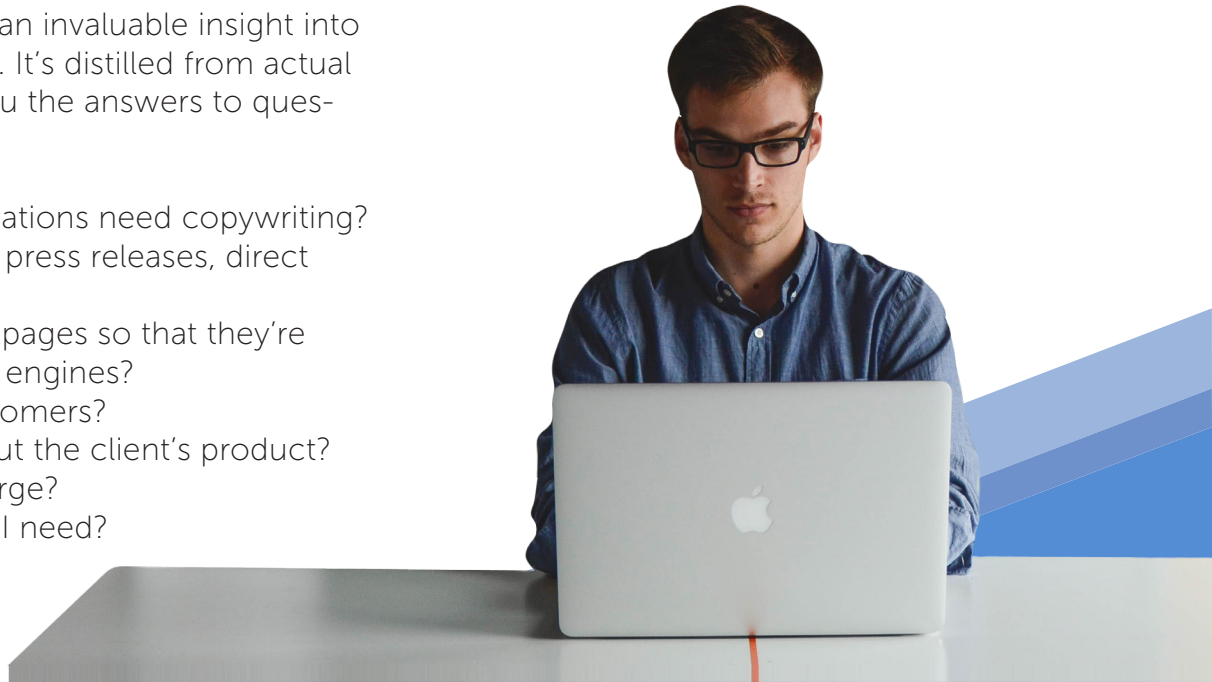
Your course is fully personalized. We carefully mark your assignments, and show you how to improve. We provide advice that you can't get anywhere else, and we give you the encouragement that you need to succeed.

The program is based on the real world. By the end of the course, you'll have met all the main problems that a copywriter encounters. So you won't have any surprises when you face a client.

EXCLUSIVE INFORMATION

The course gives you an invaluable insight into the copywriting world. It's distilled from actual experience, to give you the answers to questions like:

- What sort of organizations need copywriting?
- What should I write: press releases, direct mail, or press ads?
- How do I write web pages so that they're found by the search engines?
- Where do I find customers?
- How do I learn about the client's product?
- How much do I charge?
- What paperwork do I need?



YOUR FAIL-SAFE GUARANTEES

If you're in any way dissatisfied with the course, return it within 60 days, and we'll refund your fees in full.

And if you haven't earned more than the cost of the course within three months of finishing the course, we'll also refund your money. You have nothing to lose, and lots of money to earn.

WHEN YOU COMPLETE THE COURSE

Once you complete the course, you'll receive your Diploma. It's a formal recognition of your skills and knowledge, and we'll **send information about your success to your local newspapers** if you want. That's a good way of telling potential clients about your availability. We'll also put your name on our list of **Approved Copywriters**.

GET CERTIFIED

On completing the course you become a Blackford Center certified copywriter. It's evidence that you're competent to write copy for major corporations



WHO ENROLLS ON THE PROGRAM?

All kinds of people decide to register. They include:

1. Writers seeking to put their writing skills to good use. They know that copy-writing will always be in demand: a computer can't write advertisements and press releases.
2. People in advertising agencies, PR consultancies and client companies who want to

improve their skills. They include account handlers, marketing and sales managers, and art directors.

3. People who want to supplement their income by working from home. Many need to fit their work around other commitments.

THE 21 MODULES

1

BECOMING A COPYWRITER

What is copywriting? What do copywriters produce? How do copywriters work? Your writing style. What skills do you need? Evaluating your strengths and weaknesses.

2

YOUR AUDIENCE - WHETHER ON A SCREEN OR ON PAPER

Who will read your copy? Understanding people's needs. Why writing for the web is special. Who are you trying to attract? Sites from the visitor's perspective. Define your tone.

3

HOW COPYWRITERS WRITE

How to get started. Reading aloud. Avoiding writer's block. How much should you write? Achieving the right paragraph length. Write headlines that invite people to read on. Use the active tense. Don't use long words.



4

MORE ADVANCED WRITING STRATEGIES

Make an offer. Offer a guarantee. Add testimonials. How to link sentences. Helpful introductory words. Using good punctuation. Using contractions. Avoid weasel words. Splitting the infinitive. Using capitals.

5

WRITING FOR DIFFERENT KINDS OF WEB PAGES

What content should you have? Navigation. How to make an index or home page. Special pages. Specific products and services pages. Contact us page. About us page. FAQ page. Shopping carts and billing page. Buying site content.

6

HOW TO GET FOUND BY GOOGLE AND OTHER SEARCH ENGINES

SEO copywriting: what it is and why you need it. Optimizing web pages and related elements. Optimizing keyword density, synonyms and phrases. Internal and external linking strategies. Self-Assessed Assignment.

7

HOW TO WRITE GREAT PAY-PER-CLICK ADS

Make an offer. Offer a guarantee. Add testimonials. How to link sentences. Helpful introductory words. Using good punctuation. Using contractions. Avoid weasel words. Splitting the infinitive. Using capitals.

8

HOW TO SELL TO CUSTOMERS USING EMAIL MARKETING

Email marketing. How to write marketing emails. Writing email newsletters. Email marketing and the law.

9

WRITING FOR SOCIAL MEDIA

How brands should write on social media. Writing for Social Media: the essentials. Be terrific on Twitter. Writing for Facebook. Lead the way on LinkedIn. How to be great on Google+. Scripting YouTube videos. Creating Pinterest content. Writing for Tumblr. Writing for Reddit. Scripting Periscope videos. Self-Assessed Assignment

10

HOW TO WRITE BETTER DIRECT MAIL

Advice on writing a letter to send with your direct mail. Writing a powerful opening. How to achieve the ideal style and format. Boosting your response rate. Mistakes to avoid in direct mail. Printing your direct mail.

11

PUNCHY PRESS ADS

Getting a creative brief. Producing concepts. The three elements of the ad. How to advertise a service. How to advertise business-to-business. Writing successful small ads.

12

WRITING LEAFLETS AND BROCHURES

What format do you need? Technical literature. 15 ways to make your brochure more inter-esting. Special types of leaflets. Mistakes to avoid

13

PRESS RELEASES: A RELIABLE SOURCE OF INCOME

What is a press release? Why offer press releases to your clients? How to construct the perfect press release. The best topics for a press release. Whom to send the release to. How to manage the business of issuing press releases. Using press releases online. Writing and using ezine articles. What an advertorial is.

14

NEWSWORTHY NEWSLETTERS

Why does the firm want to produce the newsletter? What budget will it have? Who will it be aimed at? What size or format will it be? Where will the information come from? How will it be distributed? What will its title be? Contents. How to write the articles. The different types of article

15

BROADCASTING YOUR TALENT

Writing radio commercials. How you should style your commercial. Mistakes to avoid in radio. Writing for TV. Strengths and weaknesses of TV. The cost of making TV commercials. Preparing to write. Understanding the jargon. Writing a simple commercial. Tips for a better commercial. Methods of approach.

16

OUTDOOR, BRAND NAMES AND OTHER COPY

Developing new brand names. Creating sales presenters. Writing exhibition graphics. Out-door or transient advertising. Self-Assessed Assignment.

17

SETTING UP AS A COPYWRITER

A place to work. The tools you will need. Your business name. Useful reading.

18

FINDING WORK ONLINE

Freelance writing exchanges. How to win writing assignments on freelance exchanges. Where to look for other writing opportunities.

19

YOUR OWN WEBSITE

Your website - consider the objectives. Designing your website. Publicizing your website. Keeping people coming back. How to write your own web pages. Methods of approach.

20

HOW TO GET BRICKS AND MORTAR CLIENTS

Sources of work. Advertisers and advertising agencies. Designers and printers. How to look for work. Getting experience. Your first meeting. Understanding your client's needs. Optional Assignment.

FINANCE AND EMPLOYMENT

How to keep clients happy. Using job bags. Deciding how much to charge. Letter of agreement. Getting paid – chasing your money. Indemnity insurance. Getting a permanent job as a copywriter. Tutor Marked Assignment.

From time to time we improve, amend or extend the course content.

WHAT DO YOU GET?

- A sturdily bound set of course modules that lies flat for ease of study.*
- 63,000 words of practical, how-to text. It includes detailed, practical information that guides you skillfully towards becoming a professional copywriter.**
- 12 copywriting assignments. Your assignments will be carefully marked with personal advice by an experienced tutor.
- 35 videos. Sit back and learn in comfort.
- A stylish case which keeps all your course material.*
- A confidential personal profile for you to

complete. This helps you assess your goals, your strengths and weaknesses, and your progress.**

- A study guide and planner that helps you organize your study.**
- Self-assessment exercises. They occur throughout the course to help you get organized for copywriting. They also check that you can tackle each type of copy-writing.
- Access details for the online version of the course - so you can access the modules whenever you're at your computer.
- A folder for your completed assignments.*
- Question and Answer sheets for you to have your queries answered.**
- And when you complete the course, you'll get a handsome Diploma to frame and display on your wall.

* *Not in the online edition.*

** *In the online edition, you get the course content as downloadable PDFs.*

FREE MANUAL

You also get a free Copywriter's Manual. It contains:

- Copywriter's records and forms. A ready-made business pack
- How to get publicity
- A jargon-busting glossary
- The rules of copywriting. Plus, when to break them.
- Where to find out more
- Confidential market information

WHAT YOU'LL LEARN FROM THE PROGRAM

By the end of the course, you'll have acquired the following skills:

- You'll have learned the skills of the copywriter.
- You'll know how to create copy for all types of promotional activity.
- You'll know how to win business for yourself.

YOUR QUALIFICATION

Learners who satisfactorily complete the course are awarded the Diploma in Copywriting. They receive the Diploma certificate (right).



IT'S TIME TO GET STARTED

Having read this far, you've got what it takes - motivation. Fill out the enrolment form now, because this is where the adventure and rewards begin. It's easy to start:

1. Complete the enrollment form. If you need help or information, email or phone us (our contact details are on the back page of this prospectus). Post the form and payment to us.
2. If you'd rather pay over the phone, call us on 800 830 1892 and pay by credit or debit card. Or if you want to pay online, go to www.inst.org/copy/usa/enrol.htm
3. Once you've registered, you get instant access to your online course materials. And we'll send you the printed course materials within 7 days.

4. When you get the course, read the first module. It's laid out in an easy-to-follow format. Then do the first tutor marked assignment. It asks you simply to describe your life, your interests and your aims. Send it to your tutor for assessment. Your tutor will return it to you with friendly advice and comments.

5. Do the same for the other modules, until you reach the end of the course. By then, you'll probably be earning good money as a copywriter.

WE LOOK FORWARD TO HELPING YOU SUCCEED.

THE BLACKFORD CENTER FOR COPYWRITING

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