



## Write for Results

*Making the shift from conveying information about your services to persuading people to use them*

90-minute online workshop

### Course Outcomes:

Learn the building blocks of persuasive copywriting and begin to use them  
Understand how to engage readers and get them to take action  
Discover easy techniques to improve your business writing

### Course Agenda:

*Intro*

#### **PART 1: STRUCTURE**

- AIDA
  - Attention – Headlines
  - Interest – Benefits
  - Desire – Backing up your claims
  - Action – Call to action
- Exercise
- Questions

#### **PART 2: TONE**

- It's about them, not you
  - Features and benefits
  - 'You' based copy
  - Write as you speak
- Exercise
- Questions

#### **PART 3: STYLE**

- 6 copywriting secrets
- Exercise

Course Leader: Ruth Sneddon, Dream Copywriting

**Costs: £40 LIEM members; £60 non LIEM members**

[Booking form](#)

Any queries contact [training@liem.org.uk](mailto:training@liem.org.uk)