



# How to Write **KILLER COPY**

Addressing audience, message, conversion strategy,  
SEO, copyright law and more

- **FIND YOUR WRITING VOICE** with tools and strategies for tapping in to your unique style
- **AVOID COPYWRITING MISTAKES** that muddle your message, confuse readers and drive off sales
- **USE WORDS TO CREATE IMAGERY**, evoke feelings and provoke action
- **UNDERSTAND WRITER'S BLOCK** and why it happens, along with the best ways to beat it
- **WRITE FOR THE WEB** via blogs, landing pages, social media and more
- **LEARN HOW WEB COPY** does and doesn't impact SEO
- **MASTER EFFECTIVE DIRECT MARKETING TECHNIQUES** for brochures, postcards, sales letters and outer envelopes
- **FIND OUT HOW TO INCREASE YOUR EMAIL OPENS** and create messages that generate responses
- **RECOGNIZE CRUCIAL DIFFERENCES** between copy that's spoken aloud and copy that's read
- **UNDERSTAND THE LEGALITIES** involved in copywriting



Your path to  
**COPYWRITING  
SUCCESS**  
begins here.

**Transform from writer to highly effective copywriter**

**How to Write Killer Copy** will show you how to create copy that's brilliant, persuasive and accessible to your audience. You'll learn to weed through your prose in search of flabby, ineffective writing and replace it with strong, direct wording that gets to the point and holds reader interest. You'll see exactly how to craft hard-hitting, benefit-laden copy that sets up a great offer and delivers results.

This one-day workshop was designed by writers, for writers. We won't rehash tired clichés, trot out old campaigns or waste your time with yesterday's writing news. If it's current and effective, we'll cover it here.

**When we say “hands on,” we mean it**

This workshop isn't about passive listening or rote learning. It's about doing: analyzing examples, dissecting other professionals' work, participating in eye-opening exercises, taking part in stimulating discussion and practicing new writing skills. In one day, gain valuable insights into the copywriting craft from a unique, hands-on perspective, which other courses of a similar nature just don't provide.

Spend one-day side by side with copywriters, marketers, ad execs, graphic designers, editors, art directors, web designers, bloggers and other professionals looking to improve and expand their writing repertoire. Examine the nuts and bolts of the writing craft and master the secrets of writing engaging, results-focused copy. This course is for people who are serious about honing their writing skills and taking their abilities to the next level.

**Serious wordsmiths take note:** This course is designed to provide you with solid information, time-tested strategies and proven techniques for writing the type of irresistible copy that gets read, remembered and results. There's a science to great copywriting — and in this exceptional course, our goal is to teach you both. Sure, having a natural “gift” for writing helps, but it's not mandatory. Writing effective copy is a skill that can be learned, and if you're willing to put in the time and effort required of this course, the results will follow.

**WRITING COMPELLING COPY**

centers on making a connection with the reader. In today's multimedia assault on the senses, it's harder than ever to compete for attention and cut through the clutter to have your message resonate. Readers don't have time to search for hidden benefits or slog through bloated prose. As a copywriter, your job is to grab them, hold their attention and convince them to take action — all within a few paragraphs (or a pithy 140-character tweet). Have you ever read copy that bored you senseless or made you think, “no one really talks like that” or left you wondering why the writer buried the benefits at the end of their spiel?

**FREE DIGITAL RESOURCES FOR EVERY PARTICIPANT**



Your registration includes a variety of seminar resources that

highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.

— In just one intensive day, you'll master these —

# Critical Copywriting Skills

## Examine your own work with a critical eye

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No one wants to read boring, stilted copy that lies passively on the page. Creating an image, stimulating thought and sparking desire — great copywriters do it all through words. You'll notice the best copy speaks to the reader in bright, personable language that remains compelling from first sentence to last. Through industry best practices, fascinating exercises, case studies and more, you'll learn to inject passion, personality and vibrancy into your writing — without going over the top or missing the mark.

## Identify the features and benefits of what you're selling

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Readers want to know: "What's in it for me?" We'll show you foolproof ways to identify your product or service's Unique Selling Position (USP), and swiftly pinpoint the features and benefits that are of interest to your readers. You may have heard that you should "sell benefits, not features." But how, exactly? This workshop gives you methods for extracting the benefits from your product or service, highlighting them in your copy and strategically giving readers what they're looking for, without making them search for it.

## Create a need in your audience and persuade them to act

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Your copy is only as successful as the number of responses it generates. How do you convince readers to become buyers? How do you create a need powerful enough to encourage readers to act through your words alone? We'll demonstrate techniques the experts swear by to deliver a compelling story that draws readers in, then drives them to action.

## Write for the web and get results

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Writing for the web is different than writing for other media: suddenly, you have to master a new "language" and connect with a different audience. How do you increase site traffic? Click-through rates? Google™ rankings? Should your social media voice differ from your regular writing style? No worries — if you have questions, we have answers. Our web section includes crucial information for writing web pages, landing pages, social media, email marketing campaigns, SEO, blogs and much more.

## Learn legal do's and don'ts

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Keeping your work legally sound is a key component of successful copywriting. How do you properly credit sources? Can you use text verbatim? What is copyright infringement? We'll help you discover the proper usage of other's work, ways to avoid plagiarism and how to keep your writing ethical.

# COURSE AGENDA

## Nuts and Bolts of the Copywriting Process

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- **EDIT, REVIEW AND PROOFREAD** with speed and accuracy
- **FIND YOUR WRITING VOICE** — tips and tools for tapping in to your unique style
- **EMPLOY FOOLPROOF STRATEGIES, TIPS AND TOOLS** to generate loads of creative ideas (even when you're feeling stuck)
- **UNDERSTAND WRITER'S BLOCK:** what it is, why it happens and ways to beat it
- **USE WORDS TO CREATE IMAGERY,** evoke feelings and provoke action
- **LEARN HOW TO TAKE RISKS** and embrace bold, innovative ideas

## Writing Techniques to Add Style and Substance

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- **PLAY UP YOUR UNIQUE SELLING POSITION** and make your offer irresistible for conversion
- **LEARN WORDS** that add interest and meaning
- **AVOID COPYWRITING RED FLAGS**
- **BRING DRY, DULL COPY TO LIFE**
- **DEMONSTRATE WORD POWER: LESS IS MORE.** Choose the right words to convey your message every time
- **TONE DOWN THE HYPE** and establish credibility
- **POSITION FEATURES VS. BENEFITS:** focus on features while selling the benefits

## Your Audience — Who Are You Writing to?

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- **KNOW YOUR AUDIENCE.** What are their interests and desires? What actions do you want them to take?
- **DISCOVER THE PSYCHOLOGICAL TRUTHS** behind why people buy—and why they don't
- **ESTABLISH CREDIBILITY** and gain readers' trust
- **UNDERSTAND INFORMATIVE COPY VS. PERSUASIVE COPY:** use the right one at the right time
- **REVIEW THE TOP COPYWRITING MISTAKES** that muddle your message, confuse readers and drive off sales
- **WRITE FOR DIFFERENT AGE GROUPS:** language, phrases, colloquialisms and more that appeal to one group and not another (i.e.: Gen-Xers vs. boomers vs. millennials)



## Production Tips, Tools and Techniques to Take Your Work From Design to Completion

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- **TIPS FOR MOVING BETWEEN MEDIA:** brochures, letters, press releases, etc.
- **CRITICAL COMPONENTS OF** successful press releases
- **EXPLORE THE ANATOMY OF A GREAT AD** and learn from infamous “mad men” advertisers.
- **SECRETS OF EFFECTIVE DIRECT MARKETING:** brochures, post cards, sales letters and outer envelopes
- **BEST PRACTICES FOR WRITING COPY** for each type of media

## Writing for the Web

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- **HOW TO WRITE FOR SEO** (Search Engine Optimization) and **SEM** (Search Engine Marketing) copy
- **VIOLATE THESE ONLINE RULES** and your website could be banned from Google™ forever
- **HOW TO ASSIMILATE KEYWORDS INTO YOUR COPY** without sounding forced
- **SUBJECT LINES THAT WILL INCREASE CLICK-THROUGH** and email open rates
- **MASTER THE ART OF WRITING TWEETS,** posts, blogs and other social media communications
- **HOW TO WRITE FOR WEBSITES:** writing home pages vs. landing pages

## Keeping it Legal — Copywriting and the Law

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- **ETHICAL COPYWRITING**—what this means to you as a writer
- **HOW TO USE AND CREDIT TESTIMONIALS** and other’s work
- **PLAGIARISM** vs. copyright infringement
- **THE NEW YORK TIMES VS. SULLIVAN:** how this landmark decision affected Freedom of the Press
- **FEDERAL PENALTIES FOR PLAGIARISM** (may include jail time)
- **ARE PARODIES LEGAL** or illegal?
- **WHAT YOU SHOULD KNOW ABOUT THE DIGITAL MILLENNIUM COPYRIGHT ACT OF 1998** and how to use the Copyright symbol ©
- **GUIDELINES FOR GAINING PERMISSION,** using images online and using others’ names and companies in your work
- **WHAT “PUBLIC DOMAIN” MEANS** and how to tell which materials are considered in the public domain

# — Guaranteed Results —

## Who should attend this workshop?

This course offers essential training for copywriters, copy directors, marketing writers, advertising professionals, graphic designers, art directors and small business owners. In short, it's highly recommended for anyone looking to write consistent, compelling copy that will help them promote and sell products or services more successfully.

## Your trainer is a copywriting pro with years of in-the-trenches experience

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At Fred Pryor Seminars, we hire experts who have excelled in the fields they teach. That means your trainer for this seminar is a seasoned copy professional, adept at creating successful, results-focused writing for a variety of top-tier clients. This proven, real-world experience translates into a unique opportunity to hone your writing skills, get answers to your toughest copy questions and soak up all the practical knowledge you can.

Take full advantage of this incredible opportunity to power up your professional writing abilities and become a more effective, more versatile writer. You'll come away with inspiring new ideas and creative strategies.



## How to Write **KILLER COPY**

Whether you're a seasoned copy pro in need of fresh ideas and new directions, a novice writer eager to gain tips, tools and pointers or a professional in any capacity looking to expand your writing skills, this course is one you should not miss. Mark the date, clear your calendar and begin writing more powerfully and persuasively.

# REGISTRATION INFORMATION

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

## PLEASE NOTE

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

## TAX-EXEMPT ORGANIZATIONS

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## TAX DEDUCTION

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

## GUARANTEED RESULTS!

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this workshop will provide you with the tips and techniques you need to handle unacceptable employee behavior. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your workshop attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — hassle-free.

## CONTINUING EDUCATION UNITS (CEUs)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

## COMPLETION & CONTINUING EDUCATION CERTIFICATES

To obtain a certificate documenting your completion and/or CEU credits, please visit [www.pryor.com/certificate](http://www.pryor.com/certificate). Certificates will be available 10 days after your event has ended.

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To update your contact information, see page 7.



# How to Write KILLER COPY

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**Yes!** Please register me today for the one-day *How to Write Killer Copy* workshop. Group Discounts available.

**SEMINAR** Seminar City: \_\_\_\_\_  
**1** Seminar Date: \_\_\_\_\_ City Event #: \_\_\_\_\_

**YOUR ORGANIZATION** Organization: \_\_\_\_\_  
**2** Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Tele: \_\_\_\_\_ Fax: \_\_\_\_\_  
Approving Mgr's Name:  Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_  Business  Home  
 **Quick Confirmation** Please  email or  fax my confirmation to me within 48 hours.

**WHO WILL BE ATTENDING**  Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_  
**3** Job Title: \_\_\_\_\_  
Email (required): \_\_\_\_\_  Business  Home  
 Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email (required): \_\_\_\_\_  Business  Home  
Please list additional names on a separate sheet.

**METHOD OF PAYMENT** **Important: Send your payment now. Tuition is due before the workshop.** Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 738002, Dallas, TX 75373-8002. Our federal ID# is 92-2-53228 (FEIN).  
**4** Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; Honolulu 4.712%), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).  
**Please check one of the following:**  
1.  Registration fee enclosed. Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_  
2.  Our Purchase Order is attached. P.O.# \_\_\_\_\_  
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4.  Charge to:  AmEx  Discover  MC  Visa Exp. Date: \_\_\_\_\_  
Acct.#: \_\_\_\_\_  
Card Holder's Name: \_\_\_\_\_  
Tax-Exempt #: \_\_\_\_\_  
Please attach a copy of your Tax-Exempt Certificate for payment processing.

**Note:** If you've already registered by phone, by fax or online, please do not return this form.

**REGISTRATION FORM – How to Write KILLER COPY**