



Linguistics for Copy Writing

“Very good training, good pace, good exercises and lots of interaction”
Rosie Fetzer, Ample Investments

Overview

Whether you're a professional copy writer or a marketing professional who wants to make your copy more impactful then this one day training has it all. Learn how to motivate people at an unconscious level by gaining rapport and using key language and structure to motivate and encourage response.

Not only will you be able to make copy more effective you will experience the effect of these techniques personally and be able to use them in all forms of written media from emails & websites to direct mail letters; gaining greater rapport with your prospects, customers & colleagues and increasing responses.

Content

Importance of rapport – talking your audience's language, engaging & motivating a wider audience

Predicates – keywords that indicate communication preference style – how to use in copy and best hierarchical order

Modal operators – words that inspire action; how to motivate people to respond, overcoming objections and moving people from a state of inaction to action

Copy styles – 5 archetypes that give copy its personality and appeal to an audience

Advanced language patterns – can be used to influence how the audience process information and how they respond to it

4Mat – learning styles of Why?, What?, How?, What if? – the most effective way to communicate with all learning preferences

Workshops are delivered by experienced training and development professionals