

Writing courses for businesses and charities

Delivered by Juliet Fay, certified member of The Institute of Copywriting

www.julietfay.co.uk

A: Writing Content For Your Website

Suitable for:

Micro and small business owners who write their own printed publicity material e.g. leaflets, brochures and adverts. Marketing managers and marketing officers.

Description of course

On this course you will find out tips for writing compelling sales messages for your website to help increase sales enquiries and help make your web content search friendly on search engines such as Google.

It will include learning how to put together a creative brief to help you write web content, looking at:

- who you are writing for
- what problem your product or service solves
- how you are different from the competition
- what tone of voice to use
- how to create compelling headlines
- opening paragraphs
- logical flow
- style tips
- layout

Find out how to choose key phrases (which help search engines find your site). We will look at ways to work these into the text appropriately.

Course Objective

Each delegate will be encouraged to produce a copywriting action plan to help them write website content.

Course notes included: No

Duration of course: Half day - 3 hours

Maximum number of delegates: 8

Equipment required: Flip chart

Profile

Juliet Fay is a certified member of The Institute of Copywriting and has designed and delivered training courses for small businesses, national charities and franchise businesses. Juliet has a good understanding of SEO copy writing and her interactive training style ensures that everyone gets involved on her courses and takes away valuable skills.

With over 12 years experience in promoting organic food and farming, Juliet has first hand knowledge of the difficulties faced by small and micro business owners who want to do their own business promotion. With an earlier career as a teacher of English as a Foreign Language (certificate gained), Juliet is a confident trainer.

Further Information

Other courses available: Writing Direct Mail Letters, Writing Sales Messages for Brochures, Leaflets and Adverts, Time For a Change - Brainstorm Your Sales Messages, Writing Fund Raising Letters, Leaflets & Presentations.

Contact Details

Juliet Fay
Copywriting, Marketing, Training & Consultancy

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B: Writing direct mail letters

Suitable for:

Sales and marketing teams or business owners who use direct mail.

Description of course

On this course you will analyze direct mail letter writing and find out about techniques to help improve response rates to your direct mail campaigns.

It will include learning how to put together a creative brief to help you write direct mail letters, looking at:

- response rates to direct mail campaigns
- planning your campaign
- who you are writing to
- what problem your product or service solves
- how you are different from the competition
- what tone of voice to use
- how to create compelling headlines
- how to relate features to your target audience
- style tips
- use of testimonials
- how to make best use of the envelope

Course Objective

Each delegate will be encouraged to produce a direct mail letter writing action plan to help them utilize the skills they have learnt.

Course notes included:	Yes
Duration of course:	Half day - 3 hours
Maximum number of delegates:	8
Equipment required:	Flip chart

Delegates testimonial

“Although the training course seemed expensive, I knew I wanted good training in copy writing for my team of sales people. I can say it was definitely worth it. Juliet provided an excellent course. She came across very well and what we learnt was immediately productive. In fact I re-wrote many of our sales letters straight after the course. I would recommend this course to anyone who wants better results from writing direct mail letters.”

Hayley Widlake
Managing Director Dor2Dor

Profile

Juliet Fay is a certified member of The Institute of Copywriting and has delivered training to small businesses, national charities and franchise businesses. Juliet also works as a freelance copywriter and has delivered copywriting projects for a large range of

businesses. Her interactive training style ensures that everyone gets involved on her courses and takes away valuable skills.

Further Information

Other courses available: Writing Content For Your Website, Writing Sales Messages for Brochures, Leaflets and Adverts, Time For a Change - Brainstorm Your Sales Messages, Writing Fund Raising Letters, Leaflets & Presentations.

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C: Writing sales messages for brochures, leaflets and adverts

Suitable for:

Micro and small business owners who write their own printed publicity material e.g. leaflets, brochures and adverts. Marketing managers and marketing officers who want to get a more effective response from their publicity material.

Description of course

This course gives a basic introduction to copy writing, looking at how to create brochures, leaflets and adverts that sell.

It will include learning how to create a brief for your writing projects, looking at areas such as

- what you know about your customers
- what motivates your customers
- what your customers problems are
- how your product or service solves those problems
- what angle your competition is using
- how you are different from the competition
- using compelling testimonials
- the headline
- layout
- use of logos
- call to action

Course Objective

Each delegate will be encouraged to produce a copywriting action plan at the end of the day so that they can incorporate skills they have learnt into their sales copy writing.

Course notes included:	Yes
Duration of course:	Full day - 6 hours
Maximum number of delegates:	8
Equipment required:	Flip chart

Profile

Juliet Fay is a certified member of The Institute of Copywriting and has delivered training to small businesses, national charities and franchise businesses. Juliet's interactive training style ensures that everyone gets involved on her courses and takes away valuable skills.

With over 12 years experience in promoting organic food and farming, Juliet has first hand knowledge of the difficulties faced by small and micro business owners who can find it hard to step back and be objective about their business. Juliet will challenge your thinking and give you a new perspective on how you promote your business in words.

Further Information

Improve your sales & fund raising writing skills - Juliet Fay , Copy writing, Marketing, Training & Consultancy

Other courses available: Writing Content For Your Website, Writing Direct Mail Letters,
Time For a Change - Brainstorm Your Sales Messages, Writing Fund Raising Material

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E: Time for a Change. Brainstorm your core sales messages

Suitable for:

New and established micro and small business owners. Marketing managers and marketing officers. Particularly suitable where a business is offering a new product range or service or where the same services/products have been offered for a number of years and the business is looking to re-vamp sales material. This workshop is best booked by one business at a time or in the case of micro business owners, it would be necessary to ensure non competing businesses are booked onto the same course.

Description of course

This course provides an opportunity to go back to the drawing board and think about what your customers are really buying. Although business owners may think they know all this, very often they are still focused on their products or services and not on their customers. This can fundamentally change how you think about your business.

It will include interactive brainstorming sessions looking at:

- what you know about your customers
- what motivates your customers
- what your customers problems are
- how your product or service solves those problems
- what angle your competition is using
- how you are different from the competition
- using compelling testimonials
- how easy you are to contact
- your authentic voice
- where the passion is in your business messages

Course Objective

Each business represented should leave with an action plan to develop sales messages around the core ideas developed during the day.

Course notes included: No

Duration of course: Half day - 3 hours

Maximum number of delegates: 6

Equipment required: Flip chart

Delegate's testimonial

"I was initially concerned about the cost of the 'Time for a Change - Sales Message Workshop' for my team, but I can say that it was good value for money. It's given us a new perspective on our sales literature. I liked the informal, fast paced delivery. Juliet was very good at leading us through and developing our ideas. The fresh perspective was very positive. It didn't make me feel we'd been doing things wrong for the last 15 years but has inspired a positive change in how we tackle our sales literature. I would definitely recommend this workshop to any business."

Ceri Price, St Brides Bay Cottages, Solva, Pembrokeshire

Profile

Juliet Fay is a certified member of The Institute of Copywriting and has delivered training to small businesses, national charities and franchise businesses. Juliet's interactive training style ensures that everyone gets involved on her courses and takes away valuable skills.

With over 12 years experience in promoting organic food and farming, Juliet has first hand knowledge of the difficulties faced by small and micro business owners who can find it hard to step back and be objective about their business. Being ideas orientated, these are lively sessions that can have a profound effect on how people think about their business.

Further Information

Other courses available: Writing Content For Your Website, Writing Direct Mail Letters, Writing Sales Messages for Brochures, Leaflets and Adverts, Writing Fund Raising Letters, Leaflets & Presentations

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F: Writing Fund Raising Letters, Leaflets & Presentations

Suitable for:

Fund raising managers and fund raising project officers who write their own fund raising material such as direct mail letters, grant application letters, fundraising activity packs and charity event presentations.

Description of course

This course provides an introduction to copy writing for anyone responsible for producing fund raising copy (text). Using sample fund raising material from their own charities, you will be encouraged to analyse the work of your charity from the donor's point of view, in order to create effective fund raising messages.

It will include looking at how to plan your writing projects using a creative brief. You will look at:

- what you know about your target audience
- what motivates your audience to donate or award grants
- what does your charity offer that resonates with your target audience
- how are you different from other charities
- your core message
- headline and opening paragraph
- style devices and techniques
- layout on leaflets
- timing on presentations

Course Objective

Each delegate will be encouraged to produce a copywriting action plan at the end of the day so that they can incorporate skills they have learnt into their fund raising copy writing.

Course notes included: Yes

Duration of course: Full day - 6 hours

Maximum number of delegates: 8

Equipment required: Flip chart

Delegate's testimonial

"I have recently attended Juliet Fay's course 'Are you getting your message across?' and can certainly recommend it to anybody. Juliet's course is a great introduction to better copywriting. You and your staff will come away with tools that they will be using for many years to come and I believe this should significantly benefit any organisation involved in fund raising."

Arthur Parkinson, Fundraising Officer, Cerebra - For brain injured children and young people, Carmarthen

Profile

Juliet Fay is a certified member of The Institute of Copywriting and has delivered training to small businesses, national charities and franchise businesses. Juliet has an ability to convey key skills to improve your writing skills and her interactive training style ensures

that everyone gets involved on her courses and takes away valuable skills that they can use straight away to improve response rates to the fund raising material they write.

With a varied background including writing successful fund raising proposals for overseas Non Government Organisations and recent work with a UK children's charity, Juliet has on the ground experience of the challenges facing fund raisers and is confident that this course can significantly improve fund raisers' writing skills.

Further Information

Other courses available: Writing Content For Your Website, Writing Direct Mail Letters, Writing Sales Messages for Brochures, Leaflets and Adverts, Time For a Change - Brainstorm Your Sales Messages

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Notes

Travel expenses will be charged @ £0.40/mile for travelling further than 20 miles from SA33 6JS.

Flipchart can be provided where necessary.

All courses encourage delegate participation which is why the maximum number of delegates is small.

Sample course notes attached.