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COMMUNICATION AND WRITING SKILLS | CWS-036

Copywriting for Marketing and Sales

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Course content

Why Attend

In crowded markets, words still decide whether a prospect pays attention, understands an offer and takes action. Effective copy turns features into benefits, speaks directly to customer needs and guides readers towards a clear next step, whether on a website, in an email, in an advertisement or in a sales proposal.

This Copywriting for Marketing and Sales training course teaches the principles and techniques of persuasive business writing. Participants learn how to research audiences, define value propositions, write headlines and calls to action, structure persuasive copy, adapt messages for different channels, apply search-friendly writing and test copy to improve results.

Course Methodology

• The course is a hands-on writing workshop. Participants analyse effective and ineffective copy, define audiences and value propositions for their own offerings, write headlines, web pages, emails and advertisements, and critique each other's work. Simple testing methods are practised on sample copy.

Course Objectives

• Explain the psychology of persuasive writing

• Research audiences, pain points and buying motives

• Define clear value propositions and key messages

• Write headlines and openings that capture attention

• Turn features into benefits customers care about

• Write effective calls to action

Target Audience

• Marketing executives and managers

• Sales professionals who write proposals and emails

• Business owners and entrepreneurs

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• Content and digital marketing specialists

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Course outline

Detailed course outline

Day-by-day outline for Copywriting for Marketing and Sales.

Day 1 - Principles of Persuasive Copy

- 09:00-09:34 | What copywriting is and why it matters
- 09:34-10:08 | How people read and decide online and in print
- 10:08-10:42 | Persuasion principles and their ethical use
- 10:42-11:00 | Classic copy structures and frameworks
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Classic copy structures and frameworks (continued)
- 11:46-12:20 | Brand voice and consistency across channels
- 12:20-12:53 | Analysing successful marketing and sales copy
- 12:53-14:00 | Exercise: critiquing real-world advertisements

Day 2 - Audience and Value Proposition

- 09:00-09:54 | Building customer personas and understanding needs
- 09:54-10:21 | Identifying pain points, desires and objections
- 10:21-10:48 | Writing a clear and distinctive value proposition
- 10:48-11:00 | Translating features into customer benefits
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Translating features into customer benefits (continued)
- 11:45-12:39 | Using proof: testimonials, data and case studies
- 12:39-13:06 | Message hierarchy for products and services
- 13:06-14:00 | Workshop: defining your value proposition

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Day 3 - Headlines, Body Copy and Calls to Action

• 09:00-09:34 | Headline formulas and what makes them work

• 09:34-10:08 | Opening lines that keep readers reading

• 10:08-10:42 | Structuring persuasive body copy

• 10:42-11:00 | Writing calls to action that drive response

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Writing calls to action that drive response (continued)

• 11:46-12:20 | Handling objections within the copy

• 12:20-12:53 | Editing copy for clarity and impact

• 12:53-14:00 | Exercise: writing a landing page

Day 4 - Writing for Different Channels

• 09:00-09:34 | Website copy and search-friendly writing

• 09:34-10:08 | Email campaigns, subject lines and sequences

• 10:08-10:42 | Social media posts and short-form copy

• 10:42-11:00 | Digital and print advertising copy

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Digital and print advertising copy (continued)

• 11:46-12:20 | Sales emails, proposals and brochures

• 12:20-12:53 | Video scripts and audio advertisements

• 12:53-14:00 | Workshop: adapting one message for several channels

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Day 5 - Testing, Improving and Final Practice

- 09:00-09:34 | Measuring copy performance with simple metrics
- 09:34-10:08 | A/B testing headlines and calls to action
- 10:08-10:42 | Using customer feedback to refine messages
- 10:42-11:00 | Working with designers and agencies on copy
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Working with designers and agencies on copy (continued)
- 11:46-12:20 | Final copywriting assignment with feedback
- 12:20-13:27 | Building a personal copywriting toolkit
- 13:27-14:00 | Personal action plan for persuasive writing

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Seminar dates

Available seminar dates

Live dates and pricing for Copywriting for Marketing and Sales generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	London	Classroom	**€2,915**
7 - 11 December 2026	Barcelona	Classroom	**€2,275**
14 - 18 December 2026	Frankfurt	Classroom	**€2,175**
11 - 15 January 2027	London	Classroom	**€2,915**
18 - 22 January 2027	Barcelona	Classroom	**€2,275**
25 - 29 January 2027	Frankfurt	Classroom	**€2,175**
4 - 8 January 2027	Madrid	Classroom	**€3,400**
15 - 19 February 2027	London	Classroom	**€2,915**
22 - 26 February 2027	Barcelona	Classroom	**€2,275**
1 - 5 February 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

Available seminar dates

Live dates and pricing for Copywriting for Marketing and Sales generated from the course details page.

Date	Location	Format	Fee
8 - 12 February 2027	Munich	Classroom	**€2,425**
22 - 26 March 2027	London	Classroom	**€2,915**
1 - 5 March 2027	Barcelona	Classroom	**€2,275**
8 - 12 March 2027	Frankfurt	Classroom	**€2,175**
15 - 19 March 2027	Paris	Classroom	**€2,810**
5 - 9 April 2027	London	Classroom	**€2,915**
12 - 16 April 2027	Barcelona	Classroom	**€2,275**
19 - 23 April 2027	Frankfurt	Classroom	**€2,175**
26 - 30 April 2027	Rome	Classroom	**€2,830**
10 - 14 May 2027	London	Classroom	**€2,915**

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Seminar dates

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Live dates and pricing for Copywriting for Marketing and Sales generated from the course details page.

Date	Location	Format	Fee
17 - 21 May 2027	Barcelona	Classroom	**€2,275**
24 - 28 May 2027	Frankfurt	Classroom	**€2,175**
3 - 7 May 2027	Vienna	Classroom	**€3,425**
21 - 25 June 2027	London	Classroom	**€2,915**
7 - 11 June 2027	Barcelona	Classroom	**€2,275**
14 - 18 June 2027	Frankfurt	Classroom	**€2,175**
26 - 30 July 2027	London	Classroom	**€2,915**
5 - 9 July 2027	Barcelona	Classroom	**€2,275**
12 - 16 July 2027	Frankfurt	Classroom	**€2,175**
19 - 23 July 2027	Cape Town	Classroom	**€1,825**

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Seminar dates

Available seminar dates

Live dates and pricing for Copywriting for Marketing and Sales generated from the course details page.

Date	Location	Format	Fee
2 - 6 August 2027	London	Classroom	**€2,915**
9 - 13 August 2027	Barcelona	Classroom	**€2,275**
16 - 20 August 2027	Frankfurt	Classroom	**€2,175**
23 - 27 August 2027	Dubai	Classroom	**€2,845**
20 - 24 September 2027	London	Classroom	**€2,915**
6 - 10 September 2027	Barcelona	Classroom	**€2,275**
13 - 17 September 2027	Frankfurt	Classroom	**€2,175**
18 - 22 October 2027	London	Classroom	**€2,915**
25 - 29 October 2027	Barcelona	Classroom	**€2,275**
4 - 8 October 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Date	Location	Format	Fee
11 - 15 October 2027	Istanbul	Classroom	**€2,825**
22 - 26 November 2027	London	Classroom	**€2,915**
1 - 5 November 2027	Barcelona	Classroom	**€2,275**
8 - 12 November 2027	Frankfurt	Classroom	**€2,175**
15 - 19 November 2027	Kuala lumpur	Classroom	**€2,425**
6 - 10 December 2027	London	Classroom	**€2,915**
13 - 17 December 2027	Barcelona	Classroom	**€2,275**
20 - 24 December 2027	Frankfurt	Classroom	**€2,175**
27 - 31 December 2027	Madrid	Classroom	**€3,400**
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**

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Seminar dates

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Date	Location	Format	Fee
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**

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24 - 28 May 2027	Online / Live	Online / Live	**€1,625**
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**

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9 - 13 August 2027	Online / Live	Online / Live	**€1,625**
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**

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1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**