

## **Writing To Sell Workshop with Jackie Harris of Brightspark Marketing**

At the end of the day, we all need our marketing efforts to help us sell.

Join Jackie Harris of Brightspark Marketing to focus on showing you techniques, tricks and tips on how to create content that's designed to entice your potential buyer, and draw them into a sequence from first contact through to making a purchase

The session will also look specific techniques for email marketing, product descriptions and flyers/leaflets.

The session look at:

- Crafting the right message for your audience.
- Trigger words and phrases.
- Using emotional hooks.
- Creating a clear 'call to action'.
- Writing emails where you introduce yourself to a potential customer.
- Writing for email marketing campaigns (using tools such as Mailchimp).
- Writing for Facebook ads.
- Writing sales pages on your website.
- Writing product descriptions to sell.

This is a practical workshop where you will have the opportunity to write at least three pieces of sales copy and get some feedback.

If you want more information about this training course, please email:

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