

Writing Effective Sales Letters & Promotional Materials

Training Description

This course covers the planning, structure, layout and presentation of promotional materials and sales letters. Do you write in clear and concise sentences? How do you present facts and figures? Do you project a positive image? All these questions are answered during this very practical course. In the letter-writing module, genuine business letters are analysed and small groups try and design a promotional leaflet for their company, under close supervision from the tutor.

The Course Suits

Anybody who writes letters and needs to produce promotional materials

Training Benefits

- Clear objectives for each letter and brochure
- The importance of headlines
- The ability to maximise response
- Understand the difference between features, benefits and matching benefits
- Actual letters are analysed on the day and are improved upon immediately

Course Timetable

09:30 - 10:00 Coffee & Course Objectives

10:00 - 10:45 First Impressions (Your letters/Your experience of receiving letters)

10:45 - 11:15 Four Steps To Good Writing

11:15 - 12:00 10 Golden Rules to Achieve Excellent Sales Letters

12:00 - 12:30 Your Sales Letters Now* (A chance for delegates to look at their letters now and start to work to improve them.)

12:30 - 13:00 Features & Matching Benefits (During this module delegates work in pairs to maximise the features and benefits of an everyday object.)

13:00 - 14:00 Lunch

14:00 - 14:45 Lecture On Semiotics (The study of signs) In Relation To Advertising And Logos (How the study of signs can help business people use the right words, colours, pictures, music etc when advertising.)

14:45 - 15:20 Participants To Semiotically Deconstruct Advertisements (Using the top adverts from the biggest companies delegates learn how they are put together by semiotically deconstructing them.)

15:20 - 16:00 The Importance of Headlines (A look at all the categories of headlines, how they work and which ones the delegates should use.)

16:00 - 16:30 Delegates to Review Their Sales Letters And Promotional Material

16:30 - 16:45 Summary & Action Plans Agreed