



# **COPYWRITING FOR DIRECT MAIL AND EMAIL**

## **A HALF-DAY TRAINING SEMINAR**



Number One, Highfield Road,  
Hall Green, Birmingham B28 0EL  
United Kingdom

Telephone: +00 44 121 778 6640

Fax: +00 44 121 778 3340

Email: [andyowen@aol.com](mailto:andyowen@aol.com)

Website: [www.andyowencopyandcreative.com](http://www.andyowencopyandcreative.com)



## **First Session**

An introduction

The power of words and why they have never been more important

You have less than 3 seconds to 'connect'

Keeping people reading, by making content 'flow'

Fire your biggest gun first

The value of emotion in a sales message

There must be an offer

How to deliver the offer and how often

Why short paragraphs are best

How to generate interest and desire

The 4 bases of success

The use of personalisation - a vital element

Identifying the 'nugget'

The vital importance of a relevant, benefit-laden headline

The first paragraph - getting the reader 'in' to the copy

Simple words are the most effective in copy

Words that work in copy - and those that don't

Discussing AIDCA

What makes a direct mail pack work?

Fully understanding the brief

Creating an effective call to action

Why a P.S. is so important

Benefits not features - a golden rule

Present tense outsells future tense

Long copy v short copy

Emotion versus Intellect

Your mailing is your salesman

How to write effective envelope straplines

Test, test and test again



## **Second Session**

Writing Emails - considering the discipline

Good email copy is rare these days

Emails - how and why they are different

Proven copy standards that apply to emails

And those that need amending for the medium

Fully understanding the brief

Subject lines - do's and don'ts

Senders name - a vital element

Addressing apathy

Cutting through a cluttered inbox

Identifying the 'nugget'

The vital importance of a relevant, benefit-laden headline

You have less than 2 seconds to 'connect'

The first paragraph - getting the reader 'in' to the email

Why short paragraphs are best

Using emotional words

Using links

Considering font style

Every word is a weapon

Email techniques that work best

Critiquing and discussing emails from past company campaigns

Critiquing and discussing direct mail letters from past company campaigns

Examples of good, bad and award-winning emails from around the world

Examples of good, bad and award-winning copy from around the world

## **Final conclusions**

**Q & A**