

# Fundamental Copywriting and Creative Strategies

## Course Type

Online

## Duration

90 Minutes

## Module Overview

Words and design are critical to the success of your campaign. In this course, you'll gain an understanding of how copy and design must work in tandem for effective marketing messages. You'll write copy for online and print media, explore successful campaigns, and learn common mistakes to avoid.

## Module Objectives

- Understand the components of communication and how we use them to create successful message programs
- Effectively use words and tenses in compelling copywriting
- Recognize the benefit of layout design
- Distinguish between effective and ineffective images in order to be relevant to your audience
- Learn message strategies for specific direct marketing programs

## Module Outline

### Communication

- Components of communication
- The five great motivators
  - Fear
  - Exclusivity
  - Greed
  - Guilt
  - Need for approval
- Emotion over intellect
- Successful message strategies
  - The four great laws of copywriting

### Creating Direct Marketing Copy

- Word comparisons
  - You are in command of the reaction to your words
- Present tense versus past tense
- Mistakes to avoid
  - The Shock Diminution Rule
  - "In your face" messages
- A final reminder on word usage
  - A dozen implicitly weak words and phrases

- A dozen words and phrases with power

## Design

- Balance, clarity, complement
- The danger of stock photos
- Gender and age

## Message Strategies

- Seniors
- Telemarketing
- Direct mail
- Email
  - Subject lines that may work
  - Can you sell directly from an email message
- Celebrity endorsements

## Registration Rates

DMA member \$189

Non-member \$219

## Instructor

### Herschell Gordon Lewis

Herschell Gordon Lewis is former chairman of Communicomp, a full-service direct marketing agency with clients throughout the world, now renamed as a division of the advertising holding company Interpublic. He now heads Lewis Enterprises, through which he writes and consults individually. He is arguably the best known direct response writer and consultant in the United States.

Lewis's background includes more than 20 years as adjunct lecturer to graduate classes in Mass Communications, Roosevelt University, Chicago. Among his books are *Hot Appeals or Burnt Offerings*, *Copywriting Secrets and Tactics*, *Direct Marketing Strategies and Tactics*, *The Advertising Age Handbook of Advertising*, *On the Art of Writing Copy*, and many more.