

Market Your Business with
Blogging, Content and Copywriting

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Harrisonamy Content Workshop Information Pack

Amy Harrison

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What can content workshops do for your business?

Thank you for your interest in my content workshops.

Chances are, you're reading this because you need your employees or colleagues writing compelling online content.

The kind of content that gets (and keeps) the attention of your target audience.

And it's not just about training a team or individual writers to create high-quality content.

You want them to work more efficiently, write content to deadlines, and work well when reviewing and redrafting content together.

That's the purpose of these workshops which are tailored to your needs (if you're not sure exactly what those are don't worry, I'll spend time getting to know you, your business and where I can give you the most support).

I've put together this information pack which answers the most common questions I receive about these workshops, but if there's something you can't find, just send me an email to:

amy@harrisonamy.com and I will get back to you within 24 hours.

Hope to work with you soon!

Amy.

About the workshops

These workshops are not your typical powerpoint slide presentations with standard handouts. When it comes to teaching people how to write, this style doesn't work.

Attendees need to be active, engaged and challenged so that the lessons stay with them long after the session is over. As a result, these workshops are:

Designed for your industry

The workshops follow a common framework, but the practical exercises lesson examples and illustrations are designed for your industry. This has a huge impact as attendees can relate to the lessons by reviewing content they are already familiar with.

Before any workshop I will research your current content and industry and create materials based on these details. If your business promotes language courses, we'll look at how to write content to promote language courses. If you provide CRM software, our content examples and exercises will help people write content for CRM software.

Work they can take away and publish

Instead of simply sharing the theory and working on exercises, I aim to leave the group with content they can use in their job roles. A popular exercise is to work towards everyone producing a piece of draft content that can be used on the web.

This works well because attendees see how the lessons apply to their

specific job roles with me on hand to guide them and answer any specific questions.

About Amy Harrison

I've been running a copywriting and content-training business in Brighton, UK since 2008.

At www.harrisonamy.com I teach businesses how to attract visitors and customers to their website by writing and promoting content. This includes blogs, email newsletters, leaflets, brochures and online landing pages. On my website I provide a number of free and paid resources and training products to help people understand and apply content marketing in their business. I work with organisations to create training materials for writers and running virtual and live workshops to help employees write better content. I also offer a weekly online TV series which provides a fun and practical look at the world of content marketing.

Previous workshops

In this past year I have delivered web-writing workshops to hundreds of attendees in the UK, France, Austria, Germany, Poland, Cyprus, Africa, Chile, China and the United Arab Emirates.

From live online webinars to 2 day intensive workshops I've helped people overcome resistance, adapt to their new writing roles and write better quality content (even on the day of the workshop).

What clients and attendees say:

“Hi Amy, Just to let you know that the day we had with you was one of the very best training sessions I ever attended! Many thanks.” Elin

“Fantastic knowledge of the tutor, concrete information”

“I actually feel a bit smarter than I did when I got up this morning! It felt good to spend time thinking about the way we write in different contexts”

“It was one of the best, most useful and most productive trainings I've ever been to (and I've been to quite a few) Thank you!”

“I enjoyed the fact the workshop was interactive. I found it engaging; I think there was a right balance between discussion and actual writing”

To see handwritten testimonials from the workshops, please visit:

www.harrisonamy.com/copywriting-rates/portfolio/

Who are the workshops for?

In the past, attendees have come from a variety of content backgrounds including:

- Employees with NO content writing background
- Employees with a content writing background (journalism / blogging / communication roles)
- Employees currently writing content for your business
- Employees who will be writing content in the future

The sessions work well if employees have similar writing experiences though this is not a strict rule. Job roles of people who have found these workshops useful include:

- Communications directors
- Marketing managers
- Heads of digital communications
- Staff bloggers
- Events coordinators and promoters
- Project managers
- Customer service representatives
- Heads of departments

Workshop topic choices

Previous examples of training subjects include:

- Creating a simple, practical customer profile to use when writing content
- Why writing for the web is different
- What makes an engaging story
- Generating ideas for content topics that appeal to the audience AND promote services / products
- How to structure web content
- How to structure a blog post
- How to write attention-getting headlines
- Review of current content: developing a system and checklists to help attendees to review content objectively
- How to write pages of content specific to your business / website structure
- Understanding how to promote content
- Rewriting current website content as a group
- Generating ideas for 3-6 months of blog content
- How to write an effective email newsletter
- How to promote events
- How to write a case study
- SEO best practices
- Branding guidelines
- Tone of voice / style
- Creating editorial guidelines for writers to follow

Sample agenda

9:30-9:45 Welcome

- Introduction to writing content for the web
- Understanding content goals
- What you need to know about your audience before you write
- What makes an engaging story

11:00-11:20 Coffee break

- How to structure page content on the web (to include examples of content about events / projects / products etc)
- SEO tips to be aware of
- Practical writing exercise

13:00-14:00 lunch

- Overview of writing blog content
- How to discuss your content and review it as a group
- How to write an effective newsletter
- Productivity tips
- Wrap-up and questions

17:30 End of day

What happens when you book?

From booking to workshop delivery, the process is very simple.

Once you have decided you would like to run a content workshop for your business, we go through the following steps:

- Look at provisional dates for the training
- Hold a fact-finding session to choose the best topics to cover in the workshop and outline a provisional agenda
- Create a list of attendees with their roles in the business
- I will send out a pre-workshop survey to all attendees to understand their expectations and needs

From there I can create a provisional outline agenda and once approved I can start creating the materials and handouts.

One week before the training:

- I will send over:
 - Attendee pre-workshop information pack
 - Finalised agenda
 - Attendee training hand out (to be printed on the day)

Then we're all set for the big day!

Costs and booking

A one-day workshop is £1,500

Two-day workshops (on consecutive days) are £2,750

This cost includes:

- Tailored training specific to the attendees
- Handouts and workshop materials
- Templates and tools that attendees can use after the training in their content writing work

Accommodation and travel

Accommodation and travel are not included in the training price above.

However, I don't live in the middle-of-nowhere so travel isn't complicated. For international workshops, my nearest airport is London Gatwick, but Heathrow is also accessible.

For UK workshops, I am usually travelling from Brighton which is easy access for London and the South-East.

If you would like to book or chat about a workshop for your business, please get in touch:

amy@harrisonamy.com

Tel: 0787-553-7636 / 01273-562-752