



Vineland/Millville Urban Enterprise Zone Workshop



Copy Writing 101: Tips & Tools of the Trade

Presented by Vicki Simek, Executive Director, Professional and Community Education, Cumberland County College

Date: Tuesday, March 15, 2011

Time: 6:00 PM to 7:30 PM

**Place: Vineland/Millville UEZ Office
2115 S. Delsea Drive
Vineland, NJ 08360**

Copy writing is an art. Whether you are creating an advertisement, designing a website or writing a direct mail piece or developing a radio script, stringing together a cluster of words can become just that - - a cluster - - and you don't want that.

The goal of creating quality copy is to attract visitors to your website. While this is well understood, the reality is that unless your writing is relevant and provocative, then your piece will become another indexed page lost in translation.. Here are ten important ideas that will help you write better copy immediately.

- Define your objective
- Know your audience
- What is the benefit?
- Create effective headlines and titles
- Write simply and directly
- Keep your readers engaged and interested
- Create a sense of urgency
- Incorporate calls to action
- Summarize your key points
- Deliver a powerful closing

To register please call the UEZ office at 856-563-0440 or email: shatten@vinelandmillvilleuez.com.

Seating is limited, so please register early.