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Consultant • Speaker • Author

web2gold.com

Helping you spin the web into gold™



Spinning Gold Online Copywriting Secrets™ **How to Write Sharp Sales and Marketing Web Content**

If you need information and you use the Internet to find it you will most likely encounter the main stay of web communication...the written word. Despite the availability of audio and video the written word is still one of the key ways of delivering information to your site visitors. If your copy is well written, clear, persuasive, and informative you will generate higher sales and more sales leads. If your copy is poor, you won't. It's as simple as that.

This workshop is about creating powerful copy for web sites, email marketing campaigns, landing pages and online advertising. You will learn what "good" copy is and what "bad" copy is. You will learn the secrets of persuading people online to take action. Action is the first step to generating higher sales and more sales leads. Writing copy for Internet audiences is a combination of effective copywriting, good design, and effective use of multi-media elements. Learn how to combine these elements to generate better results today.

Here is some of what you will learn:

- ✓ **How to get users attention and get them to read your copy.**
- ✓ **Learn the 5 part formula for powerful and persuasive web pages and email messages.**
- ✓ **The 3 things you must know cold before writing one word of copy.**
- ✓ **How to double the response of all of your copywriting.**

Who Should Attend

This program is designed for marketing managers and coordinators as well as anyone that is responsible for generating web site content or marketing materials for your web site. In addition, it's designed for entrepreneurs and small business owners that need to take their Internet marketing results to the next level.

Customized To You

This program can be tailored to both experienced and beginning marketing professionals and writers. In addition, the program can be customized to specific marketing issues such as web sites or email marketing campaigns. The program can be tailored to either B2B or B2C audiences. The program is typically a half day program, but can be customized for a variety of formats and time frames.

To learn how to bring this program to your company or group please call Michael today!



Temple Development Company, LLC

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