

SEYA CAPITAL
INSIGHT · STRATEGY · GROWTH

MARKETING

Copywriting for Beginners

Foundational Skills for Writing Copy that Sells

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Marketing	5 days & 2 weeks	US$ 2,650	3

OVERVIEW

About this course

Persuasive writing is a learnable, practical skill that underpins nearly every marketing touchpoint, from headlines to email to landing pages. This training course introduces the core principles and formulas of effective copywriting for participants at the start of their writing journey.

Through writing workshops and peer critique, participants will practise and refine their writing across multiple formats, building a foundational portfolio of persuasive copy.

This Seya Capital training course will highlight:

- Principles of persuasive writing
- Proven copywriting formulas and structures
- Writing effectively across different marketing channels
- Editing and refining copy for clarity and impact
- Building a beginner copywriting portfolio

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
4 – 8 Oct 2027	Kuala Lumpur, Malaysia	5 days	**US$ 2,900**
11 – 22 Oct 2027	Port Elizabeth, South Africa	2 weeks	**US$ 4,770**
18 – 22 Oct 2027	Port Elizabeth, South Africa	5 days	**US$ 2,650**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

By the end of this Seya Capital training course, participants will be able to:

- Apply core principles of persuasive copywriting
- Use proven copywriting formulas and structures
- Write effective copy for different marketing channels
- Edit and refine copy for clarity and impact
- Build a basic portfolio of copywriting work

WHO SHOULD ATTEND

Designed for

This Seya Capital training course is designed for anyone building foundational copywriting skills, including:

Aspiring Copywriters | Marketing Executives and Coordinators | Content Creators and Social Media Managers | Small Business Owners and Entrepreneurs | Communications Professionals

PROGRAMME

Course outline

Day 1: Foundations of Persuasive Copywriting

- What makes copy persuasive: core principles
- Understanding the target audience and their motivations
- The AIDA and PAS copywriting formulas
- Tone of voice and brand consistency in copy
- Workshop: writing a first persuasive paragraph

Day 2: Writing Headlines and Hooks

- Crafting attention-grabbing headlines
- Writing hooks and opening lines that keep readers engaged
- Common headline formulas and when to use them
- Testing and refining headlines
- Workshop: writing and critiquing headlines

Day 3: Writing Copy for Different Channels

- Writing for websites and landing pages
- Writing for social media and digital ads
- Writing for email marketing
- Writing for print and traditional media
- Workshop: adapting one message across channels

Day 4: Calls to Action and Persuasive Techniques

- Writing clear, compelling calls to action
- Using storytelling in copywriting
- Applying psychological triggers ethically
- Overcoming objections through copy
- Workshop: writing a complete short sales piece

Day 5: Editing, Refining, and Building a Portfolio

- Principles of self-editing persuasive copy
- Common copywriting mistakes and how to avoid them
- Giving and receiving constructive copy feedback
- Building a simple copywriting portfolio
- Final exercise: presenting a polished piece of copy

METHODOLOGY

How you will learn

This training course uses writing workshops, peer critique, practical exercises, and real-world copy examples to build practical, applied copywriting skill.

IMPACT

The return on learning

For your organisation

- Improved quality and consistency of marketing copy
- Stronger, more conversion-focused writing across channels
- Reduced reliance on external copywriters for routine content
- More persuasive brand communication overall

For you

- Develop practical, transferable copywriting skills
- Build a foundational portfolio of writing samples
- Gain confidence writing persuasive content
- Open a new or enhanced career pathway in copywriting

CERTIFICATION

Seya Capital certificate

Upon successful completion of this training course, delegates will be awarded a Seya Capital Certificate.

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Register or enquire

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