



# Swift copy - a free masterclass for non-copywriters

The Red & Yellow School is running a copywriting workshop for non-copywriters at our Cape Town campus on October 2016, and at our Johannesburg campus on 19 October 2016.

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Designed as a capsule hit-the-ground-running **essential masterclass in the basic skills needed to write savvy copy** that sells and compels, it's an excellent tee-up for bloggers, marketers, sales folk and anybody else who needs to sharpen up their writing skills.

Beginning with **conceptual ideation and the importance of finding an insight** into the consumer need for the brand, it touches on best practice message creation, **how to carry it through different media elements in a campaign**, and the refinement of copy for print and digital media.

Copywriting isn't just creative word-smithery. Anyone can play tricksy with the words. Copywriters are primarily thinkers. And it is the thinking that gives the words the charge they need to light up a campaign.

And you can't learn it in a day. But with the Red & Yellow method, you can **gain enough skills in one rich encapsulated workshop** to play with immediately and sharpen up your game.

It's not a kind of magic. Or maybe it is. There's definitely a song in there anyway. It's just how we do it. We don't teach writing. We teach thinking. The writing part is the journey, but the thinking part is the map. Get that right, and the copy is a matter of crafting and knowing where you are going. The rest is just practice.

If you have ever struggled to write a headline that doesn't sound like five thousand others before it, a letter to your great aunt or the most regrettable eleven words since "I'm pretty sure that's an iceberg off the starboard bow, Captain", then this workshop is made for you.

[Sign up now](#). Before all the really, really good words are gone.

## About Red & Yellow School

*The Red & Yellow School has been producing industry leaders and game changers in the fields of marketing, graphic design, art direction and copywriting for 22 years. Applications for 2017 are now open. Find out more on the [website](#) or contact Red & Yellow on 021 462 1946 / 011 067 3400 / [info@redandyellow.co.za](mailto:info@redandyellow.co.za).*

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