

# Who Should Attend

This interactive workshop is a *must attend* for newcomers to the field. It's also of great value to experienced writers & designers.

*Edward Harper of TKR Cable wrote:*

"I've been planning marketing strategy, writing ads, newsletters, and press releases for 20 years, and now I write web content. It takes a dynamic presenter and a great program to get through the haze of habit. Jane did it!"

Small business owners & staff; government workers; IT, lawyers, accountants, engineers, financial planners, educators, & other service providers, novice or experienced, will all benefit.



Jane K. Cleland

Jane's the author of *How to Create High-Impact Design* and several other books on the subject. She's been writing and training in this field for more than two decades.  
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## On-line & Off-line Promotional Materials

A two-day workshop

**Day One: *Setting Strategy & Writing for Results***

**Day Two: *The Basics of Brilliant Design***

**Course Objective:** To improve response to your promotions by applying proven strategic, writing, & design techniques. To apply reader-based promotional, search engine optimization, and e-mail marketing tactics.

### You'll learn to:

- Generate on-target objectives for your newsletters, proposals, brochures, websites, advertising, and e-mail marketing (so your materials will write & design themselves).
- Choose formats based on predictable reader reactions. You'll take away an invaluable decision-making matrix you'll refer to again and again.
- Write high-quality, action-oriented copy quickly and well.
- Spec type that creates just the image you want and helps you differentiate yourself through branding.
- Control visual syntax to guide readers toward your key elements.
- Apply tested and proven principles to your promotional challenges.

**BONUS:** You'll receive *personalized feedback* on your website and promotional materials at the seminar!

Your \$995 fee includes two packed training days, dozens of detailed worksheets, and valuable take away guides & decision-making tools—plus **personalized feedback!**

**Monday & Tuesday, 23-24 March from 9-4, lunch on your own**  
**CALL today to hold your place! ■ 203.332.5057**

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