

# The no more jargon

## Method



## LEARN HOW TO WRITE COPY THAT TURNS WEBSITE VISITORS INTO DEMOS AND MEETINGS

*This programme will walk you through the method used by No More Jargon to:*

- *Produce copy that gets prospects to understand what you do, trust you and buy from you*
- *Conduct audience and competitor research that reveals the exact language you need to use to appeal to your prospects*
- *Structure your website to get the most out of your new copy and increase conversion*

4-WEEK PROGRAMME | 2 HRS PER WEEK | STARTS WEDS 12 JULY @ 12PM

*For marketers, new founders and consultants*

## LEARNING MODULES:



### HOW TO THINK LIKE A CONVERSION COPYWRITER

Learn what your prospects are thinking at each stage of the buying process and how to nudge them along to the next stage.



### HOW TO CONDUCT MEANINGFUL RESEARCH

A step-by-step guide to researching your business, audience and competitors in a way that gets you answers.



### HOW TO NAIL THE WRITING PROCESS

Now you've completed your research, it's time to put pen to paper. Learn how to translate everything you've learned into impactful copy.



### HOW TO CONDUCT YOUR OWN WEBSITE AUDIT

Apply everything you've learned to your own website and get live feedback from the rest of the group.



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