

TRAIN, ALIGN & UPSKILL YOUR TEAMS

# A Copywriting Bootcamp

Different teams. Different audiences. Different objectives. Different writing styles. The Copywriting Masterclass is a 4-hour team training designed to get everyone on the same page—so that everyone is writing fully-optimized copy and content that is always on brief, on brand, and on time.

[Watch a video →](#)

CONSISTENCY ACROSS ALL CHANNELS

## A unified voice and tone



There is no more B2B or B2C. We are in the era of H2H: Human to Human. Therefore, your copy needs to be accessible and sound familiar to your target audience in a way that sounds familiar and fresh. By identifying and eliminating jargon, salesy lingo and fluff, we can train your team(s) to write in an authentic voice that will ensure a unified UX across your entire marketing ecosystem.

### PART 1

#### Identifying the Need for Alignment

By conducting an audit of your various marketing channels, and showcasing examples of "the mess," people can clearly see a disconnected UX and an opportunity for improvement.

### PART 2

#### Intro to Conversational Copywriting

No more jargon and buzzwords. No more overly-formal language that sounds cold and salesy. Conversational copywriting is all about writing the way we speak, in plain English, making it familiar to all.

### PART 3

#### Short & Sweet: A Copywriting Workshop

Once we've aligned on brand guidelines, and copywriting best practices, we will take a stab at writing an email, or a landing page—based on a brief that's relevant to your company, to put our new skills to the test.

Website

Email



A TRACK RECORD OF SUCCESS

# 10 years of experience training teams

Led by Corey Rosenberg, a copywriter with 20 years of experience, The Copywriting Bootcamp is a 4-hour training designed to align content, and GTM teams. The purpose is to ensure a singular voice and tone, no matter who is writing, and complete alignment, across all marketing assets and channels.



[Check out a video](#) from a recent training with the entire Amazon Prime marketing team.

[Watch it now](#)



"Corey was the most valuable copywriter on our team. When I learned that he began teaching advertising outside of work, I realized he could add more value to our organization by training our global sales and marketing teams to write content that's on brand and optimized to sell, without sounding salesy." Jeff Weiner, CEO at LinkedIn



"I invited Corey to lead a copywriting workshop for my marketing team. Based on a brief we were given, the team put their new skills to use drafting email copy. I knew by how they were, and by how confidently they presented their work, that the training was a huge success." Alison Murdock, CMO at SocialChorus



"Corey Rosenberg is not only an expert at his craft, he's an influencer with an innate ability to infect everyone he trains with his passion and knowledge on the topic of copywriting—and how if done right—has the ability to elevate brands, attract customers, and increase sales." Ian Monaghan, PMM at Adobe



"Corey Rosenberg does fabulous copywriting bootcamps aimed to get your whole GTM team speaking in a human voice that is consistent and converts better. I had him run a 4-hour workshop yesterday and my team's Slack channel has been buzzing with all the takeaways. It's money well spent." Amy Abascal, CMO at BRIDGIT