

START Network Meeting Oct 11th

DLR CEB's START Network for Start Up & Early Stage Enterprises (0-2 years)



Denise Fay www.achievemarketing.ie

Time: Tuesday October 11th 7pm to 9pm
Location: Radisson Blu Hotel, Stillorgan, Co Dublin
Guest Speaker: **Denise Fay - Achieve Marketing** Author of '31 days to write better copy'

Write to Wow your Audience - Get 7 steps to write winning copy

Copywriting is the hidden secret to successful marketing. With websites, blogs and newsletters now dominating corporate communications, well-structured copy can be the difference in clinching that all important sale. If you are planning on communicating with customers and leads using the written word, then this is ideal for you.

You'll discover

- How to talk to your audience like they are an old friend
- What to do if you get writer's block
- How to write captivating headlines with three headline types
- How your customers are buying on emotion not logic
- The most important step in copywriting

As the last quarter for 2011 approaches, make the most of it by connecting and engaging with your customer base and leads. Sow the seeds of the relationship now and watch it bloom into the Spring.

*Denise Fay is an international marketing and communications professional. Her first marketing book, '31 days to write better copy' won an esteemed International Publication Award for Excellence. Published in August 2011, it teaches business owners and executives to write compelling content which engages with readers and prospects. The 31 day approach makes it easy for a business owner to follow so they will achieve a better return on investment from their online and offline marketing literature. After working with Fortune 500 and multi-national companies, Denise set up the marketing communications agency, **Achieve Marketing** and the copy-writing consultancy, **Denisefay.com**. Over the past five years, she has built a strong track record of helping success-driven businesses promote themselves and communicate better with clients and prospects.*

Agenda

7:00pm Open Networking
7:30pm Introductions
7:45pm **Denise Fay "Write to Wow your Audience"**
8:30pm Structured Networking
9:00pm Finish
Please book your place with angela@dlrceb.ie Guests welcome