

How to write Persuasive Copy

Learn how to use behavioural psychology principles to write compelling copy that no one can resist.

- Learn how to write words that convince and sell
 - Discover which words can predictably influence choice and change behaviour
 - Learn about which copy pitfalls to avoid
 - Learn how to make your copy persuasive but also personal
 - Master a communication flow powered up with Behavioural Design
 - Optimise your pitch or value proposition
 - Learn how to craft better websites, emails, landing pages, presentations
- 🕒 Duration: **1 full-day masterclass**
🕒 Time: **9.00 – 16.00 hrs CET**
💰 Investment: **€ 799, excluding VAT**
👥 Participants: **Minimum of 8 persons**



[CLICK HERE TO CONTACT US](#)



When join this masterclass?

You are intrigued to find out how people make decisions and how you can shape their behaviour by applying this know-how to a specific domain. You want to learn by doing, making Behavioural Design practical right away. You are a forward-looking professional who can't wait to upgrade your existing professional skillset with behavioural intelligence. This will help you gain more control over the successful outcomes of your work.

PS. Did you know that we've already trained > 1.500 professionals from over 45 countries with an average satisfaction score of 9,2?



Who can join this masterclass?

You don't need any former experience in behavioural design or psychology. If you are curious to learn, you can join. You also do not need any design or creative skills. We'll show you the ropes. We teach the masterclasses both in Dutch or English, but since we have many international participants, all materials are in English. Some basic know-how of English comes in handy, but it doesn't need to be fluent.



The masterclass includes

- Training by an experienced Behavioural Designer
- The essential theory of behavioural psychology
- Translated into hands-on tricks & tips
- Learning-by-doing with personal guidance
- All course materials in PDF
- Goodie bag with a learning kit
- BONUS: FREE ready-to-use tools and templates
- Masterclasses at our location in Amsterdam include homemade lunch, snacks and drinks.



In-company masterclasses

We provide in-company masterclasses for 8 or more people. If you are interested in training for your team or organisation, please contact us, and we'll tell you all about the possibilities.



Virtual edition of the masterclass

We also provide a virtual edition of this masterclass with a live trainer and real-time interaction with fellow participants.



Officially accredited education

Did you know we are an official educational institution globally accredited by the EQAC (Education Quality Accreditation Commission)? The accreditation provides you with a warranty of our academic quality, our educational integrity, and administrative responsibility and ensures continuous quality monitoring and feedback.

**Do you have any questions, or do you need more information?
Should you have any questions, please don't hesitate to contact us, we are more than happy to help you.**

SUE | Behavioural Design Academy | 's-Gravenhekje 1a, 1011 TG Amsterdam,
The Netherlands | (31) 20 2234626 | hello@suebehaviouraldesign.com