

# PROFESSIONAL DEVELOPMENT

Powered by **RAB**

## CPCW

CERTIFIED PROFESSIONAL COMMERCIAL COPYWRITER

The best commercials are the ones that get results for advertisers. This training and certification is for anyone responsible for writing or consulting advertisers and agencies on effective commercials. The audio course contains 41 modules developed in cooperation with Dan O'Day, one of America's most respected creative consultants. You'll learn:

Why Radio?

Radio's Most Common Sales Objection

What I A "Good" Commercial?

The Most Important Radio Station Employee

The Visual Medium

Principles of Successful Advertising

Sell benefits, Not Features

Radio Commercials vs. Newspaper Ads

Focus On the Listener, Not on the Client

Give People an Excuse to Buy

Identify the Emotional Angle

Questions to Ask Before You Start Writing

Give Specific Reasons

Use Active (Not Passive) Language

Avoiding Commercial Babble

Avoiding Cookie-Cutter Copy

Identifying the Core Message of Your Commercial

Telling the Listener What to Do

Anticipating Objections

The Truth as Selling Tool

How Much is "Too Much" Copy?

Storytelling

The "Soft-Sell" Commercial

No Laundry Lists, Please

Comparative Advertising

Comedy Commercials

Characters

Commercials Featuring the Client's Voice

Using a Child's Voice

Sound Effects

Your Headline

Phone Numbers

Street Addresses

Music

Sponsor Identification

Lotteries

Formula Commercials

Your Own Life - Commercial Inspiration

Two-Minute "Genius" Exercise

Questions for You Client

How to Make Your Production Director Love You

For more information and to register, contact RAB's Rob Boaden at 800-344-9961, email: [rboaden@rab.com](mailto:rboaden@rab.com).

**RAB** RADIO  
ADVERTISING  
BUREAU