

PROFESSIONAL DEVELOPMENT

Powered by **RAB**

CPCP

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 Kim Johnson at 972-753-6759, email: kjohnson@rab.com.

