

# Writing Life Long Learning Catalog Copy

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*Hypnotic ?*

No so much. ☹️



Credit where credit is due:

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○ **Hypnotic Writing**

*“How to Seduce and Persuade your Customers with Only your Words”*

By: *Joe Vitale*



# Learn to Cook Fish

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- In this class, our instructor will teach you how to purchase and handle a variety of seafood. You will get recipes to bring home and get tips on what wine works best with what fish. You will get to help prepare a seafood meal of salt cod and shrimp, and enjoy eating it at the end of class.



# Feast of Fishes

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- Join Chef Pescadaro for a hands-on culinary experience and learn to celebrate gifts from the sea. He'll take the mystery out of choosing your fish and tell you how to purchase and handle different varieties of seafood. Chef will lead you in a discussion about recipes and wine pairings as you participate in the preparation for our *Feast of Fishes*. Finally, you'll enjoy tasting traditional fish including salt cod and shellfish, as well as whatever is best in-season. Be sure to register with a friend for this can't miss, cultural and culinary training banquet.



# Paint a Room

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- In this class, you will learn to get ready to paint before you actually begin, including rollers, brushes and wall finishes. Learn how to tape correctly so you won't make a mess, how to keep from getting drip marks and how to work fast. You'll be thrilled with the next room you paint.



# Ready, Set, Paint!

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- It's all in the preparation! Before you even dip that roller, take some time to cover the basics. The right equipment and a little prep will save you time and frustration. Learn to choose the right finish as well as the right rollers and brushes for your job. Learn: ▪How to mask flaws in walls and woodwork; ▪How to tape off with speed and precision; ▪How to avoid drip marks and runs. We'll save some time for Q&A to cover your personal aggravations, and you'll soon produce a custom quality finish that will make your friends think you hired a professional!



# What are some of the things words can do?

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- Start Wars
- End Wars
- Build Relationships
- Destroy Relationships
- Get us a job
- Lose us a job
- Cause us to spend our money!
- Confuse us



# How do you use words effectively in catalog copy?

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- Know what you want your reader to do?
- Be relevant and tell your reader what's in it for them.
- Edit, Edit, Edit.
- Use good writing tools.

# Be Relevant

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- **Ask** “What does my reader care about?”  
**Determine** the answer and appeal to those concerns. **Give** them what they want.
- **Real solutions.** They don’t want features -- they want benefits.
- **Features** state facts.  
*The car is white.*
- **Benefits** tells us why facts matter.  
*Studies show white cars have fewer accidents than other colors.*



# How do we incorporate those benefits into our copy?

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- A story/word picture
- A testimonial or a quote
- Their problem – Our solution
- A great headline
- A leading question
- A box
- A promise with a guarantee

# The J. Peterman Shirt

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*Thomas Jefferson disliked stuffy people, stuffy houses, stuffy societies. So he changed a few things. Law. Gardening. Government. Architecture.*

*Of the thousand castles, mansions, chateaux you can walk through today, only Monticello, only Jefferson's own mansion, makes you feel so comfortable you want to live in it.*

*I think you will feel the same about his 18th-century shirt. Livable. The J. Peterman Shirt, for men and women.*

# Testimonials or Quotes

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- Not: ***"I really liked the class."***
- But: ***"The class was great and my boss and my staff are letting me know I'm a better supervisor now that I'm using the skills Ms. Pardee taught me."***
- ***"Always maintain a kind of summer even in the middle of winter."  
--- Thoreau"***

# Remind them of their problem and our solution.

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You've always loved dogs, and now you finally have one. It's so cute! But it's digging up all your plants, tearing up all your pillows, and ... we can't put the rest in print.

Here's the solution! Turn your pest into a valued and trusted canine buddy! Sign up today for our Doggy Good Manner class!

# Edit, Edit, Edit

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- Ernest Hemingway said, *"Most writers slough off the most important part of their trade – editing their stuff, honing it until it gets an edge like a bullfighter's killing sword."*
- *Trim the Fat.*
- *Invite Feedback.*
- *Take an Editorial break.*



# The Writer's Tool Box

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- A Thesaurus

- A book of Similes

“When you try to use your computer mouse, do you feel like you’re playing the piano with boxing gloves? Our basic computer class will help you remove those gloves and play like a maestro!”

- A book of Analogies

“Become a writing wizard! Turn your words into spells no mortal can resist!”

- A book of Quotes



# How to Get the Job You Want

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Job descriptions don't often match what a company is looking for so most resumes never get read. An experienced instructor will tell you how companies choose people to consider for jobs, and will show you things you can do so your resume will be read.



# Anger Management

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Enjoy this court mandated anger management or parenting class. Learn ways to gain control and how to use anger and parenting skills to have a better life. Classes will be offered almost every week night from 6-7pm.



# Glass Blowing

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In a one day workshop you will learn how to work molten glass on a blow pipe and puntel rod and use specific tools. You will make a paperweight as you learn to use different surface techniques and colors.



# Girls Rule !

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Come to a four special days of camp and learn about hair, beauty, shopping, etiquette and crafts. Make new friends and find out the best ways to design a “YOU” you’ll love. Then start the next school year with style and self-esteem.



# Career Search

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Do you like your job or do you just go to your job? Take some tests that will show you what you really should be doing based on your aptitudes, achievements, skills, talents and temperament. You will build a notebook of information to help you make decisions about your future.



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- Updated: 2/29/08

Participants in this session broke into Teams and produced the following 5 class descriptions from very normal, common descriptions handed out



## Next Stop: High School

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- Girls, feeling nervous about high school? Relax and make friends at our four day camp that will offer you the latest trends and tips in hair, make-up fashion and much more!



# Resumes to the Rescue

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- Don't let your resume get dumped! Learn tricks and tips for writing an effective resume, such as:
- \*Include a cover letter ... get your foot in the door
- \*The one-page rule ... edit your resume
- \*Be professional ... check spelling, grammar, appearance and presentation



# Anger Management: Take Control of Your Life

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- Want to control your anger? You're not alone. Learn how to manage your anger in a relaxed environment. Well-known expert Dr. Phil, will provide you with the tools to become the person you want to be. Take this court approved class and change your life!



# Get That Job You Want

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- Your resume is your employer's first impression of you. Let a pro help you create Killer Resume!



# Glass Blowing in the Wind

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- If you can blow bubbles, you can blow glass. You've seen it at fairs and amusement parks; now experience this medieval art form for yourself. If you're full of hot air ... come try it! Enroll today.



# Discover Your Dream Job!

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- Are you jumpstarted by your career or does your career need a jump start? Join us as we reveal our hidden talents. Match your personality profile with your perfect profession. Walk away with your complete tool kit to build a successful future.