

News Release

FAO:

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Launch of Free Online Copywriting Audio Seminars

WORD-right (<http://www.word-right.co.uk>) copywriters based in Chipping Norton, Oxfordshire, today launches its new series of free audio seminars designed to help business owners write powerful marketing copy. The seminars are an important feature of the company's new website, also newly launched.

Joy McCarthy, WORD-right's principal writer, is a Tutor with the Institute of Copywriting. She has used her skills and knowledge to create a series of 10 audio seminars on a wide range of copywriting topics: from how to write about benefits rather than features, to writing effective website copy. Each seminar lasts around 15 minutes and will build into a comprehensive library of copywriting tips and tutorials.



When visitors sign up to receive the seminars and WORD-right's newsletter, they will be emailed the link to the first recording in the series. One online audio seminar will be added to the new website each month. Links to each seminar will be published in the company's monthly newsletter. There is no charge for the online seminars and no credit card or other financial details are required when the visitor signs up on the website.

Access to the online audio seminars will be exclusively for those who have signed up to receive the company's newsletters. Joy McCarthy says, "Good copywriting is essential to the marketing of any business, particularly in the current economic climate. These seminars have been designed to help small business owners and anyone interested in copywriting, write powerful and effective copy. We are expecting a large number of businesses to take advantage of this free learning resource."

Anyone wishing to listen to the free copywriting audio seminars can sign up by visiting <http://www.word-right.co.uk>.

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Notes to Editors

WORD-right is a trading name of IDEAS-right Ltd. The company has been providing copywriting and marketing services to UK companies of all sizes for the past 3 years from its base in Chipping Norton.

WORD-right employs husband and wife team, Joy and David McCarthy as well as two part-time Associate Writers. Joy McCarthy holds a Diploma in Copywriting and is a Tutor with the Institute of Copywriting. She also holds a Diploma in Distance Tutoring and is currently working with 45 student copywriters.

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<http://www.word-right.co.uk>