



QUALITY LICENCE SCHEME

ABC Awards & Certa Awards

Certificate of Achievement

This is to certify that

Marion Verweij

Has successfully completed the course titled

Diploma in Copywriting Level 4

This achievement included successful completion of the units detailed on the Learner Unit Summary.

Date Issued: 22 May 2020
Provider No: 01280
Course No: QLS-01266
Learner No: 1576664

Paul Eeles
Chief Executive
Skills and Education
Group Awards

Kit Sadgrove
Courses Director
The Blackford Centre

The Blackford Centre

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Learner Unit Summary

Marion Verweij

has successfully completed the following units of the course entitled

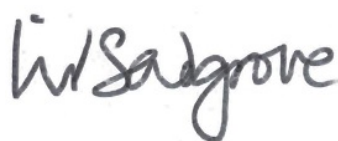
Diploma in Copywriting Level 4

Units Achieved

- 01 Becoming a Copywriter
- 02 Setting up as a Copywriter
- 03 Your Audience – Whether on a Screen or on Paper
- 04 How Copywriters Write
- 05 More Advanced Writing Strategies
- 06 Writing for Different Kind of Web Pages
- 07 Writing to Get Websites Found by the Search Engines
- 08 How to Write Great Pay-Per-Click Ads, Including Google AdWords
- 09 How to Sell to Customers using Email Marketing
- 10 How to Write Better Direct Mail
- 11 Press Releases: A Reliable Source of Income
- 12 Punchy Press Ads
- 13 Writing Leaflets and Brochures
- 14 Newsworthy Newsletters
- 15 Broadcasting Your Talent
- 16 Marketing Yourself: Bricks and Mortar Clients
- 17 Finding Work Online



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Learner Unit Summary

Marion Verweij

has successfully completed the following units of the course entitled

Diploma in Copywriting Level 4

Units Achieved

- 18 Your Own Website
- 19 The Advanced Copywriter
- 20 Other Types of Copy

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