



Australian Government

BSBWRT501 Write persuasive copy

Release: 1

BSBWRT501 Write persuasive copy

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to interpret a creative brief and evaluate a range of innovative options to write persuasive copy.

It applies to individuals who use well-developed advertising skills and a broad knowledge base to communicate messages in a wide range of contexts. In this role, individuals may develop copy individually or may work in a supervisory, management or freelancing capacity coordinating a team of writers.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Communication – Writing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Analyse and interpret creative brief	1.1 Analyse and confirm technique/s for expressing central idea or creative concept 1.2 Identify and check content and supporting information for accuracy and completeness 1.3 Confirm schedule and budgetary requirements for creating copy 1.4 Identify legal and ethical constraints impacting copy to be developed
2. Evaluate creative	2.1 Evaluate design and copy options against requirements of

ELEMENT	PERFORMANCE CRITERIA
options	creative brief 2.2 Select option/s enabling required information and images to be communicated within time and budgetary requirements
3. Prepare persuasive copy	3.1 Create original copy with impact, which sets product, service or idea being communicated apart from the competition and competitor's promotional material 3.2 Create copy which communicates required image, and features and benefits of the product, service or idea 3.3 Create copy which meets requirements of creative brief in terms of information, format, language, writing style, and level of detail 3.4 Produce copy on time and within budget 3.5 Produce copy which complies with legal, organisational and ethical requirements

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 1.4, 2.1, 3.3, 3.5	- Recognises and interprets textual information to establish job requirements from relevant information - Proofreads content to ensure accuracy and completeness
Writing	3.1-3.3, 3.5	Creates documents to ensure clarity of meaning, accuracy, and consistency of information using specific and detailed language to convey explicit information and requirements.
Numeracy	1.3, 3.4	Interprets numerical information to confirm budget constraints and job deadlines
Navigate the world of work	1.4, 3.5	Takes full responsibility for following policies, procedures and legislative requirements
Get the work done	1.3, 2.1, 2.2, 3.1, 3.2, 3.4	- Accepts responsibility for planning, prioritising and sequencing complex tasks and workload - Uses systematic, analytical processes in complex,

		non-routine situations, designing, gathering relevant information and evaluating options • Develops new and innovative ideas through exploration and analysis • Understands purposes, specific functions and key features of common digital systems and tools and operates them effectively to complete routine tasks
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Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBWRT501 Write persuasive copy	BSBWRT501A Write persuasive copy	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBWRT501 Write persuasive copy

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Performance Evidence

Evidence of the ability to:

- analyse and evaluate a design brief including:
 - check information for accuracy
 - work to schedule
 - work to budgetary requirements
 - locate and adhere to organisation's legal and ethical constraints
- produce persuasive copy with high impact, surpassing competitor's promotional material.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- discuss ethical requirements which may impact production and delivery of creative copy
- explain relevant legislation, standards and codes of practice affecting production and delivery of copy
- outline constraints to be considered during analysis, evaluation and preparation of copy
- explain organisational policies and procedures relevant to writing copy
- describe persuasive writing techniques
- explain structure of persuasive copy.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the communication – writing field of work and include access to:

- organisational policies and procedures relating to process of copywriting

- relevant legislation, standards and codes of practice
- equipment and resources for advanced copywriting and design.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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