

Persuasive Writing

A one-day workshop that focuses your writing on persuading a busy reader to share your point of view and act as you wish them to act

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates learn to express themselves clearly. They structure letters and reports with language and style that is entirely focused on calling the busy reader to action.

They learn to deliver complex information simply and hold attention right through to the call to action.

Delegates learn how to:

- Write persuasive letters, emails and reports
- Structure written communication to deliver information easily and carry busy readers to a desired conclusion
- Write effective e-mails
- Write clear, stylish business letters
- Punctuate their writing properly to avoid "baulking".
- Explain complex procedures simply



PR Training Provider

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COURSE CONTENT

Getting to Grips with Grammar

A look at the foundations of effective writing. A friendly introduction to the most common mistakes made with punctuation. A chance to practise the basic skills that are so important.

Business Writing

Some of the pitfalls of bad business writing. How to ensure that complex information is being delivered in an understandable format. Focusing attention on the needs of the reader. Better business letters.

Writing to Motivate

Using the motivated sequence outline system for persuasive letters. The ten commandments of effective communication. Using a reader centred structure.

Reports that get Read

A look at the various structures of reports. Specific examples of formats for different levels of reader. Ways to clarify complicated subjects.

Practical Sessions

Each session takes the form of demonstration, discussion and practice. Examples are shown of good and bad practice. Delegates prepare their own letters, emails and reports.

Plan your training

Persuasive Writing makes your writing easier to understand. It is for writers at any level who wish to streamline their writing. Its principles are equally applicable for all audiences.

The course is self-contained. Its content complements all other writing courses.