

Effective Writing Skills

Duration: 1 Day

OBJECTIVES

This course will enable those who want to improve their writing skills to produce more effective emails, memos, letters, e-shots, marketing collateral, reports and Intranet content. Grammar, structure and reader focus will all be covered.

PRE-REQUISITES

Some writing experience is useful, but this course is for anyone who wants to build confidence in their ability to craft incisive written communications of every kind.

COURSE OUTLINE

Grammar and Punctuation

- How the rules provide a framework for clear writing
- When to bend the rules for greater impact
- Punctuation tips: commas, colons, semi-colons and full stops and rogue apostrophes
- Making the most of bullet points

Sentences and Paragraphs

- Breaking messages down into clear elements
- Subjects, verbs and objects
- Avoiding confused tenses
- The respective merits of active and passive sentences

Structures

- How to plan the content of a message for maximum impact
- Structuring the perfect email
- When to use different journalistic techniques in written communications
- The inverted pyramid structure versus linear writing

Developing a Writing 'Voice'

- Assessing the personality of your business
- How to create a tone of authority in your writing
- Why style guides are important
- The skill of being concise and to the point

Writing to Your Reader

- Building a picture of your audience
- Choosing the words and structures that will grab them
- Knowing the reactions and responses you want from your writing
- Making your writing interactive