

Writing for Results

OVERVIEW

Course duration: 2 days.

This course will give you the opportunity to focus on the written word – the style and tone, and the impact it will have on your reader.

Have you ever thought of how your writing could become even more effective? What makes a document easy to read and understand? How can we encourage our reader to read on and act quickly? Practical exercises, discussion and one-to-one feedback from your trainer will answer these questions. You will learn how to get started, adopt the right style and tone for specific situations and enhance your image in your reader's eyes.

IS IT RIGHT FOR ME?

Designed for those who have experience of writing a variety of documents, and who want to develop their style of writing and sharpen their impact. The content will apply to emails, letters, reports, sales tenders and proposals.

WHAT WILL I LEARN?

By the end of this course you will be able to:

- Understand and follow the six principles of effective business writing.
- Focus on and satisfy readers' expectations.
- Ensure your message is quickly understood and accepted by the reader.
- Avoid word inflation.
- Adopt a variety of preparation techniques.
- Write convincing, persuasive and powerful documents that achieve their objectives.

PRE-COURSE ACTIVITY

To gain maximum benefit, please bring with you samples of your written work that you can review throughout the course. You will be asked to complete a pre-course questionnaire which will help the trainer to focus on individual needs.

WHAT WILL IT COVER?

The Benefits of Planning

- Mind mapping
- Adopting a structured approach – saving valuable time
- Putting yourself in the reader's shoes
- Ensuring the objective is clear
- Deciding on information the reader needs
- Sequencing to maintain interest and persuade the reader

Developing a 'Lean & Fit' Style

- The ABC guide to ensure professionalism
- Clear expression to appeal to your reader
- Adding interest and variation to your work with well-chosen words

Writing to Persuade

- Exploring new ways to persuade
- Encouraging and convincing the reader to follow your train of thought/argument
- Anticipating and addressing objections positively

Making an Impact - Sustaining Interest

- Developing techniques to make an impression on the reader
- Adding sincerity with personal and sincere beginnings and endings
- Bringing your writing to life - making it visually appealing

Analysing/Editing

- Avoiding time-consuming rewrites
- Logical approach to proofreading
- Learning to get it right first time

Action Planning

- Creating your personal action plan for the future