



Writing with impact

Benefits

This programme provides participants with the tools to:

- Express complex ideas and issues effectively in your written communication
- Write documents that get read
- Build rapport with your readers
- Write to influence, persuade, motivate and inspire
- Write punchy documents that produce a desired response

Who should attend?

Anyone who:

- Needs to ensure that their written communication is read and acted upon
- Produces sales and marketing literature
- Writes documents that require a decision or action
- Has already attended Communicaid's 'Effective Business Writing' programme

Programme content

- Review of key principles of good writing
- Techniques for creating impact
- Language to persuade and influence
- Techniques for emphasis
- Making your writing memorable
- How to build warmth and rapport
- Writing to your audience

Related Courses

Effective Business Writing
Professional Email Writing

In order to ensure that your communication is read and acted upon, you need not only to write competently, but also write with impact. While a document may be correctly written and well structured, there is often a distinct absence of the sophisticated and targeted language necessary to influence, inspire and persuade. What is more, the correct use of register, tone and degree of warmth is often missing which can seriously impact how your message is received and acted upon.

This one-day 'Writing with Impact' course will provide you with the high level skills necessary to communicate more effectively with your audience. You will gain a competitive advantage and develop your ability to write more persuasive and reader-focused documents.

Locations, Dates & Fees

London

25 February, 22 April, 15 July
& 21 October

Individual Fee: £450 per delegate
Group Booking: £405 per delegate

All sessions are from 10am - 5pm with
one hour for lunch

Lunch & refreshments included
Please note that local taxes may apply