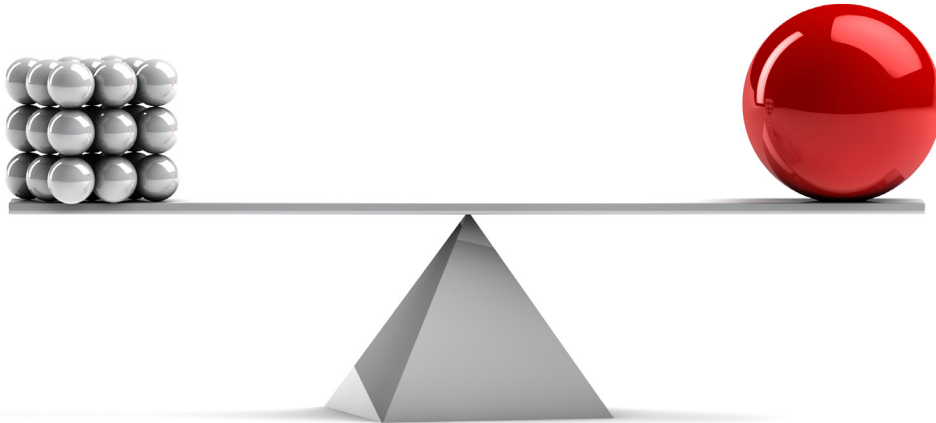


PERSUASIVE WRITING



PERSUADING READERS TO ACTION

Whether it's for media, marketing materials or sales bids, every piece of content a business produces requires persuasive writing techniques.

Using practical exercises and some of the most effective PR and Advertising principles, this workshop teaches how to use professional copywriting techniques to make your words more compelling.

Attendees will learn how to create content that changes the way your reader thinks about a particular subject and then acts.

WORKSHOP INCLUDES:

- What is Persuasive Writing and how does it work?
- A three-step thought process to successful Persuasive Writing.
- Persuasive Writing techniques. The writing techniques adopted by professional copywriters explained.
- The 5 Ws of effective communication.
- 10 behaviours for fast, effective copywriting.
- Persuasive Writing coaching to help to embed the learning.

WHY CHOOSE AMBER?

We help businesses to grow through people development. Specialising in management and communications skills, we offer a wide range of training including:

Presentation Skills; Personal Effectiveness (Insights Discovery); Media Training; Communicating with Impact; Storytelling for Business; Bid Support; Time Management and many more.

Formats include online and face-to-face workshops plus one-to-one coaching programmes for individual needs.



For more information please contact:

Paul Smith

+44 (0)7770 828525

paul@ambergroup.net

www.ambergroup.co.uk