

Writing to Sell

INTRODUCTION

This course deals with the practical issues of making written communications work effectively. It is for anyone who has a responsibility for communicating with customers, managers and employees, and the outside world in general. It aims to send delegates away able to write efficiently and effectively

COURSE OBJECTIVES

- **Reviewed** copywriting concepts
- **Reviewed** methods of writing to sell successfully
- **Used** a systematic approach to writing a range of documents
- **Structured** the correspondence logically
- **Reviewed** how to layout material effectively
- **Practised** writing a range of material, relevant to their job role

COURSE DURATION: 1 Day Course

COURSE CONTENTS

25 reasons why written communications fail
 The secrets of successful writing
 Effective writing style
 Planning what to say and how to say it
 Avoiding the pitfalls of spelling and grammar
 Format and styles for business communications (including email)
 Communicating information to senior managers
 Report-writing
 Preparing a brief for suppliers (design agencies, consultants, new product development agencies, suppliers working on new product concepts, PR agencies)
 Eye-catching articles in newspapers and company newsletters
 Mail shots
 Effective business correspondence
 Packaging copy
 Do's and don'ts of copy layout

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