

A powerful system to help you write with impact. Fast!

## EXECUTIVE SUMMARY

**T**oday's readers are overloaded; they have no time, and at best, "skim read".

**W**riting Dynamics™ shows you how to handle these challenges. How to get your reader's attention. How to ensure your key message is understood. How to save you and your reader time.

**P**LAN using creative and structured thinking; DRAFT in record time and EDIT for impact. Our three-stage writing system shows you how.

## WORKSHOP LOGISTICS

### DURATION

Comprehensive 2 day  
Compact 1 day  
or Keynote session

### MATERIALS

Each participant receives a detailed booklet that acts as a workbook during the program, and as an easy-to-use reference afterwards. Information includes easy-to-use reference summaries, and a recommended reading list.

### FORMAT

Workshops of 8-25 participants  
Coaching one-to-one  
Corporate events

## WHO IS IT FOR?

Writing Dynamics™ is for anyone who needs to write well structured and professional messages that grab their readers' attention and communicate key messages effectively.

The business writing system you develop will help you with a wide variety of documents, such as:

- memos • e-mails • proposals • business plans • letters • references • reports
- manuals • marketing materials • newsletters

## WHAT WILL I BE ABLE TO DO AFTER PARTICIPATING?

*You will be better able to:*

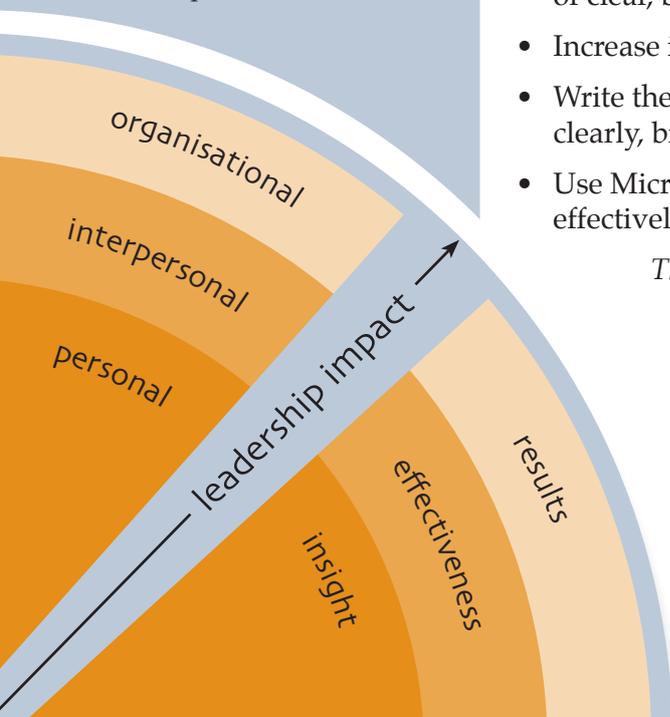
- Write more effectively and efficiently
- Approach your writing tasks with greater confidence
- Save time by being in more control of how you plan, draft and edit your writing
- Improve quality in your writing by developing your understanding and use of clear, brief, persuasive style
- Increase impact by using persuasive structures effectively to lead the reader
- Write the wide range of day-to-day business documents you work with clearly, briefly and persuasively
- Use Microsoft Word, reference books, online tools and other resources more effectively and confidently

*The Core Programme is described in more detail on the next page*

At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organisational performance.

To find out more about this workshop and our other programmes:

1. email businessfruit at: [info@businessfruit.com](mailto:info@businessfruit.com)
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at [www.businessfruit.com](http://www.businessfruit.com), and 'contact us'



## CORE PROGRAMME

### □ Introducing the 'Writing Dynamics™' system for effective writing

- Introducing the three-stages of this proven Writing System:
  1. Plan
  2. Draft
  3. Edit
- Being more creative, organised and structured
- Being your own editor

### □ Stage 1: Planning to Save Time and Improve Quality

- Clustering and Brainstorming to get you started
- Outlining to sequence your ideas
- Selecting a structure to persuade your reader

### □ Stage 2: Drafting to Prevent Writer's Block and to Save Time

- Managing your time for results
- Drafting quickly and easily
- Developing sentences and paragraphs

### □ Stage 3: Editing to Get and Keep the Reader's Attention

- Becoming your own editor
- Applying "The Editor's Six Obsessions™" for results
- Using the One-Minute Editor™ for quick quality checks
- Managing text for clarity, impact and persuasion
- Applying the axe for easy, quick reading
- Adding movement to your message
- Giving your text visual impact
- Telegramming for sharper focus and key messaging

### □ Personal Feedback

In addition to these modules, each participant benefits from direct, personal feedback on their own writing. We ask each participant to bring along samples of their own writing for review, evaluation and advice.

