

Many of us enjoy the creative possibilities of writing. All too often however the writing we have to do in our work - from memos to marketing material, corporate newsletters, sales information or web copy - can seem dull, lifeless and far from creative. This course offers practical exercises, advice from industry experts and tips and techniques to develop confidence in your powers of self-expression and harness that creativity in your line of work.

Course Information

Duration:	One day	Location:	London
Cost:	Public course: £325 plus VAT Individual tuition: £495 plus VAT	Dates:	Please call 020 7359 9880 or visit www.lcmj.co.uk

Key topics

- Self-expression
- Working within restrictions
- Working to deadlines
- Overcoming writer's block
- Grabbing the audiences' attention
- Different formats and structures

Course Outline

Self-expression

- A series of exercises to awaken your writing potential
- Examples of effective creative writing
- How you can reflect your and your company's personality through words
- How different words project different personalities
- Generating ideas
- Brainstorming techniques

Restriction means freedom

- Why working within tight limitations can widen your horizons
- The art of cutting words to expand your message
- How to spot unnecessary words, sub-clauses, sentences and paragraphs
- How to tighten a message so that every word really counts

Coping with deadlines and writer's block

- How to be creative against the clock
- Techniques for breaking the log jam when ideas and words don't come easily

Seeking attention

- Headlines and intros to grab your readers' attention
- Writing for an audience
- Knowing who your audience is and how to tailor your message in ways which mean you connect directly with them

Formats and structures

- Order your words to maximise their effect
- The lessons of journalism and the structures news and features writers use
- How to pick a structure that suits your message and your audience

Practical exercises

All courses at the London College of Media and Journalism are supported by six months telephone Helpline support.