

Creative Writing For Business

Course Description

Many of us enjoy the creative possibilities of writing. All too often, however, the writing we have to do in our work - from marketing material, corporate newsletters, sales information or web copy - can come across dull, lifeless and far from creative.

This training course offers practical exercises and advice from industry experts, along with tips and techniques to develop confidence in your powers of self-expression. This writing course will also enable you to harness the creativity in your line of work.

Bring along some examples of your own work - and a sense of fun on this One Day creative writing course.

Pre-Course Requirements

You need no previous creative writing experience to attend this course.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	06-03-2018 at London Bridge 06-04-2018 at London Bridge 01-05-2018 at London Bridge 01-06-2018 at London Bridge 26-06-2018 at London Bridge 27-07-2018 at London Bridge 21-08-2018 at London Bridge 21-09-2018 at London Bridge
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	Not Applicable
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Self-expression

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

Restriction means freedom

- Why working within tight limitations can widen your horizons

Keeping it concise

- 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

- How to be creative against the clock

Overcoming writers's block

- Techniques for breaking the log jam when ideas and words don't come easily

Seeking attention

- Creative 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 creative writing exercises

Questions and answers