

# Creative Writing In A Commercial World

## 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 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. Bring along some examples of your own work - and a sense of fun.

## Pre-Course Requirements

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

## Creative Writing In A Commercial World

### Pricing & Availability

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	07-11-2017 at London Bridge 08-12-2017 at London Bridge 09-01-2018 at London Bridge 09-02-2018 at London Bridge 06-03-2018 at London Bridge 06-04-2018 at London Bridge
<b>Private Course:</b>	£545.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	Not Applicable
<b>Post-Course Support:</b>	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

## Creative Writing In A Commercial World

### 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