

## How to Write Effectively

### Course Description

This course is designed to help you deliver a message clearly, concisely and effectively - whatever the format.

The course offers practical lessons and valuable guidance on how to write forms, reports, leaflets, online messages, direct marketing, contracts, sales letters and email.

You will develop your own style of writing and hone those skills allowing you to convey the maximum information in the minimum space.

### Pre-Course Requirements

You need no previous experience to attend this course.

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## Pricing & Availability

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	27-06-2018 at London Bridge 23-07-2018 at London Bridge 10-08-2018 at London Bridge 17-09-2018 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.

## How to Write Effectively

### Good communication

- How clear writing leads to effective communication
- Practical examples of effective writing

### Who you are writing for?

- Gauging your audience and adjusting your style of writing to their needs
- Developing a house style
- Getting a clear brief on the message your client needs to get across and what the desired response is
- Examples of effective writing

### Getting grammar, structure, punctuation and spelling right

- Common errors and how to avoid them
- Inherent problems with computer's spelling and grammar checkers
- The impact of different tenses: using the active and passive tenses
- Sentence length and structure
- The importance of consistency

### Building a message

- Planning what you wish to write
- Different styles of message and formats
- Structuring reports, emails, news stories and features
- Introductions and conclusions
- Getting to the point
- Using quotes effectively

### Writing online copy

- The differences between print and online reading habits
- Writing copy you can skim
- Making your copy searchable

### Editing and proofing

- How to edit your own writing
- Tightening copy, making every word count
- Verb and subject agreement
- Proofreading your work

### Practical exercises

- Effective writing exercises
- Writing and critiquing an article
- Developing your own voice on the page

### Questions and answers