

GET IT WRITE™

Build credibility. Save time.

A one-day professional business-writing masterclass

OTENIAMMAGNETO
COMMUNICATE:CONNECT



Write like the professional you are.

Research shows business professionals spend **35-70%** of their day **writing**. That means you have a huge opportunity to:

- **save time**, by writing more efficiently, and
- **save face**, because everything you write enhances or erodes your **brand** and **professional reputation**.

Like it or not, people judge you by your writing —every email, letter, proposal or report in your name. **Can you afford to lose credibility?**

Get it Write™ will increase your confidence as a writer. You'll learn the essentials of quality writing and keys to writing **faster** and more **efficiently**.

Who should attend?

If you want to write faster and be more concise, credible and engaging, **Get it Write™** is for you.

Why attend?

You'll become a more confident writer, learning how to:

- **Attract** readers and **keep** them reading
- **Adapt** your writing for different audiences and mediums (reports, letters, proposals and more)
- Write **faster** and more **efficiently**
- **Structure** your writing logically, and **transition smoothly** between ideas
- Use correct **spelling, punctuation** and **grammar**
- Write **concisely** and in **Plain English**
- Consistently present your writing **professionally, clearly** and with **impact**
- Proofread to **eliminate errors**

What's included?

- **Needs Assessment** to evaluate your writing strengths and challenges prior to training
- **Pre-course analysis** of your writing samples
- **One-day facilitated training** focused on boosting your business results
- **Active workshopping** of one of your current writing projects
- **Reference manual** thick with proven writing ideas, principles and techniques
- Ample **practical, interactive exercises** to apply new skills on the day
- **Post-course follow-up** to help embed the learning

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Presenter: Paul Jones

Paul runs the professional copywriting and training agency, Magneto Communications. He's been copywriting and training for over a decade. Leading a team of up to six other writers, his client list includes Oracle, News Limited, Clayton Utz, Optus, Fox Studios, IBM, and Kimberly-Clark.

He and his team write copy for direct mail campaigns, ads, brochures, branding/straplines, newsletters, speeches, websites, white papers and more.

His broad experience as a copywriter, combined with his training background with Qantas and the Australian Institute of Management, make him a knowledgeable, engaging trainer. Your learning experience will be practical, content-rich, relevant to your everyday writing challenges, and entertaining!

"You really inspired me to improve my writing skills, but more importantly, you gave very practical advice on how to start doing that!"

"Relevant and engaging. The workbook is excellent."

"Worthwhile investment of my time. Thank you."

"I can now use fewer words and be more concise."

"Fun learning environment—very practical."

"Punctuation/grammar sections very useful—basic knowledge that's assumed but no-one actually knows."

"The course was great! Very effective. I didn't realise how much I relied on writing for primary communication."

Course overview: "Get it Write"

Getting started

> Express communication

- Proven ways to save time and efficiently tackle writing tasks
- How to beat writer's block and brainstorm content

Know your audience

> It's all about them

- What to find out about your audience before you start writing
- Writing professionally and respectfully for different readers
- Focusing on reader benefits and implications to keep people reading

> Adapting your style

- Choosing the right language, tone, length and style to engage your audience
- Writing to *inform* (policies/procedures, instruction manuals) versus writing to *persuade* (marketing or sales copy)
- Selecting the right medium and adapting your style to it

Look like an expert

> Reader-friendly structure

- Transforming complex issues into coherent documents
- Creating a logical structure that flows
- Transitioning smoothly between ideas to keep your reader engaged

> Tools of your trade

- Plain English
- How using the "active voice" improves writing
- Brevity—writing concisely but with impact
- Spelling, punctuation, grammar, commonly-confused words and more
- Eliminating waffle, jargon and ambiguity from your writing

> Looking good

- How to clearly present and communicate your message through layout, graphics, fonts and formatting

> Copy-righters

- Editing and proofreading for total professionalism
- How to check content, style and correctness

Hit the ground running

> Putting it all together

- DOs and DON'Ts for a variety of mediums—email, letters, proposals, press releases, brochures, ads, newsletters and web copy

> The end of the beginning

- Strategies and motivation to keep learning, including websites, books and resources

Your investment

- **Early-bird***
\$690 per person
- **Standard**
\$850 per person

Prices include GST.

Course agenda is designed for both private and public sectors.

*For payment received 21 days before course

Corporate in-house courses also available

100% money-back guarantee

Get a **full refund** if not completely satisfied our training will **more** than pay for itself.

Course dates/queries:

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