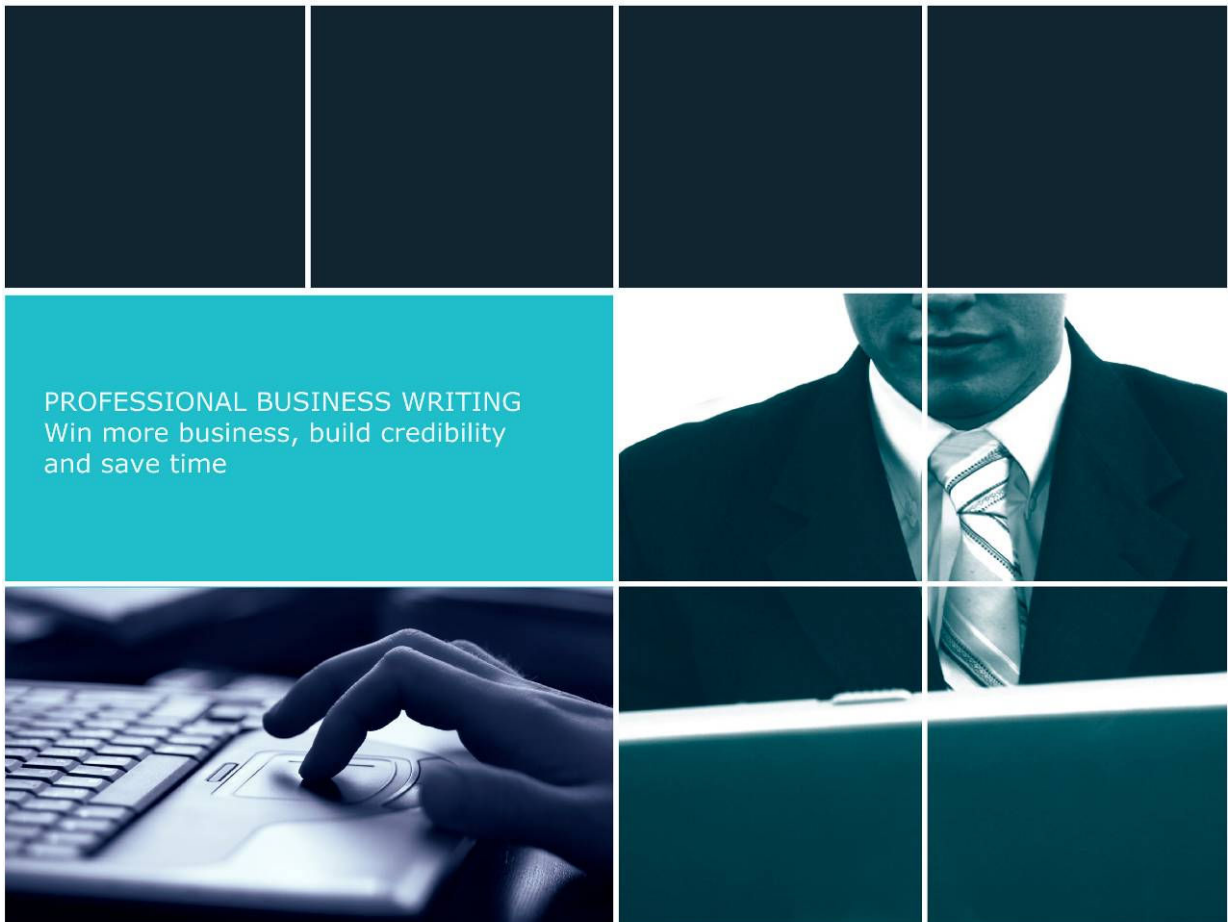


::: Magneto Writing Seminars & Keynotes

Short, high-impact sessions



PROFESSIONAL BUSINESS WRITING
Win more business, build credibility
and save time

MAGNETO
COMMUNICATE:CONNECT



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COMMUNICATE:CONNECT

- Magneto Communications Pty Ltd
- Training & Copywriting
- Paul Jones | Director
- Phone/Fax: 1300 658 580
- Direct: 0417 438 386
- paul@magneto.net.au
- www.magneto.net.au

Magneto Communications Pty Ltd

Phone/Fax: 1300 658 580 | training@magneto.net.au | www.magneto.net.au
Brisbane: PO Box 2177, Chermiside Centre QLD 4032 Sydney: PO Box 759, Potts Point NSW 1335
ABN: 43 109 564 614

How people describe our seminars & keynotes:

"Your topic and expertise were major drawcards for our event. You set a benchmark we can all aspire to, for added value, knowledge and generosity."
National Speakers Association of Australia (NSAA)

"Paul is a great choice as a presenter. He's switched on and offers value in the content of his presentation."
Quay Appointments feedback

"Paul's high-energy style of training was fun and informative. Our group really responded well to the interactive approach."
ING Real Estate Investment Management Australia

Paul was brilliant. An engaging, articulate and intelligent trainer.
IQPC (International Quality & Productivity Center)

Seminars/keynotes: Overview

Duration: 45mins – 2 hours

Group size: As many as you like!

- 1. Ignite Your Writing & Results**
Secrets of persuasive business writing



- 2. The Polished Professional**
Keys to clear, concise, correct business writing



- 3. Tame the Email Beast**
Get opened, get actioned, get control



- 4. Pitching on Paper**
How to hike your proposal "hit" rates



- 5. Go Write to the Top**
Writing insights for ambitious EAs (Executive Assistants)



Seminars/keynotes: Details

1. Ignite Your Writing & Results Secrets of persuasive business writing

The harsh truth is everything you write either *enhances* your brand and your chance of making a sale, OR *detracts* from your brand and your sale chances.

So, how do you make people not only want to *read* your writing, but *act* on it? At this interactive seminar you'll get **more kick** from your **keyboard** learning how to:



- **Fire up your creativity** - Proven ways to get moving, dissolve writer's block, and boost your creativity
- **Target your audience** - What's *really* in it for them? How to get your audience's attention and have them begging for more.
- **Get action!** - How to write killer headlines, and words that persuade people to your way of thinking

Especially for:

- * Learning & Development or HR personnel
- * Business leaders and owners
- * Sales and marketing personnel
- * Anyone who writes at work

2. The Polished Professional Keys to clear, concise, correct business writing

Mediocre writing not only tarnishes your professionalism and credibility, but also makes you far less efficient than you should be.

For your career's sake you need a good grasp of grammar, punctuation, spelling and professional writing principles.

This interactive seminar run by an expert copywriter will get you off and running, with an awareness of the most common errors and how to fix them. You'll learn more about the following:



- **Conciseness** – How to cut waffle and add punch to your writing
- **Grammar** – Including how to avoid the most common grammar blunders
- **Punctuation** – Including when and where to use the most abused punctuation marks
- **Plain English** – These internationally-recognised principles will make your writing shorter, sharper and easier to read
- **Proofreading** – Professional proofreading tips, including when not to trust you're spelling checker

Especially for:

- * Business leaders and owners
- * Anyone who writes at work

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3. Tame the Email Beast Get opened, get actioned, get control

Far from enhancing productivity, half your day can easily slip down your inbox's throat!

Email should make you *more* productive, not less. This practical, interactive seminar reveals a professional copywriter's insights into writing **more effective, more persuasive** emails. You'll also learn powerful keys to **efficiently managing** your email.



- **Get opened** - How to write irresistible "Read me!" subject headers; use the Preview Pane to your advantage; what to know about your reader before clicking "send"
- **Get actioned** - Get more kick from your keyboard (persuading via email); structuring and presenting emails for clear, fast communication; a good email's a short email (how to be brief)
- **Get control** - How to master your inbox (and time); professional email etiquette; when NOT to use email and why

Especially for:

- * Learning & Development or HR personnel
- * Business leaders and owners
- * Anyone who writes at work

4. Pitching on Paper Hike your proposal "hit" rates

If you can't sell yourself in writing, kiss new business goodbye. A poorly-written proposal will relegate you to the "also-rans" pile, while a truly compelling one can sell you before they even see you.

At this interactive seminar you'll learn from a highly experienced copywriter **five persuasive writing secrets** to hiking your "hit" rates.



You'll learn:

1. What *really* motivates readers to act
2. The three-letter word that increases readership 2-3 times
3. A powerful tool to capture interest, build rapport and avoid waffling
4. The technique journalists use to get their message across to busy readers
5. How to structure pitches and proposals to keep readers reading

Especially for:

- * Sales/Business-Development Managers and support staff
- * Business owners and/or directors

5. Go Write to the Top **Writing insights for ambitious EAs (Executive Assistants)**

The ability to write well is highly valued in top executives. But who does much of their writing? YOU—their EA! *Your* writing ability is a prized skill that'll help *you* rise to the top, because you'll be more **in demand, efficient** and **effective** (did someone say “more pay?”).

At this interactive seminar you'll learn from a highly experienced copywriter the secrets to writing **faster**, being more **credible** and more **engaging**. You'll learn how to:



- **Adapt to changing audiences** – How to “read” an audience and give them what they want, the way they want it
- **Adjust your tone** – Keys to sounding “executive” when you want to
- **Build rapport** – How to strengthen relationships and your reputation through your writing
- **Be understood** – How to write clearly and concisely to get the action you want

Especially for:

* EAs (Personal and Executive Assistants) and other support personnel

About your presenter: Paul Jones

Paul Jones

Copywriter | Corporate trainer

Director, Magneto Communications

paul@magneto.net.au

Paul Jones from Magneto Communications (www.magneto.net.au) is a professional copywriter who trains businesspeople to write professionally and persuasively. He's been copywriting and training for over a decade. Leading a team of up to six other writers, his client list includes NAB, Macquarie Bank, RBS, Fairfax, News Limited, Clayton Utz, Optus, BHP and Pfizer.



His broad experience as a copywriter, combined with his training background with Qantas and the Australian Institute of Management, make him a knowledgeable, engaging presenter.

Your learning experience will be practical, content-rich, relevant to your everyday writing challenges, and entertaining!

Your investment

Prices per session, excluding GST:

	2-4 sessions*	One session
Seminars (up to 2 hours)	\$1,790	\$1,990
Keynotes (up to 1 hour)	\$1,790	\$1,990

* Booked in advance over 12-month period

What's the difference?

Like to *inspire* your people to write better? Choose a **keynote**.

Like a more *practical* presentation? Choose a **seminar**.

You may have as many people at your seminar or keynote as you like.

Additional expenses:

- Appropriate room to conduct the seminar
- AV equipment (data projector and screen, flipchart or whiteboard). When you confirm we'll give you more details
- Participant catering at your discretion
- Travel costs for facilitator when seminar is outside Sydney

A deposit of 50% will confirm your booking. The balance is payable after seminar is delivered.

Your guarantee

Our services carry a **100% satisfaction guarantee**. If you're not happy, we're not happy—and we'll do whatever it takes to fix it.

We look forward to making your event a resounding success!

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