

WRITE MORE BUSINESS™

Turn your message into money

A one-day persuasive business-writing masterclass

OTEMGAMMAGNETO
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Want to get your way with words and win more business?

Powerful writing has more to do with psychology than sentence mechanics. There are many proven techniques you can use to persuade people to do what you ask. If you're determined never to write ineffective copy again, sign up to **Write More Business™** now.

It's packed with a unique combination of the **world's best writing, sales, psychology** and **emotional intelligence** principles and methods that will transform your writing and your results.

Who should attend?

Write More Business™ is for anyone who writes to lead people to action, including:

- Business leaders, managers and owners
- Communication professionals
- Sales, marketing and business-development specialists
- Event managers and promoters
- Website writers

Why attend?

This workshop will help you:

- **Win** more business with your **words**
- Generate **better ideas** that **stand out** from the crowd
- Get your audiences' **attention** and **keep them reading**
- **Adapt** your writing style for different audiences, personality types, and attitudes
- Build **fast rapport**
- Communicate more **clearly** and **persuasively**
- **Convince** your readers to do what you ask

What's included?

- **Business Leader Assessment** to identify management goals for the training
- **Team Needs Assessment** to evaluate your team's writing strengths and challenges prior to training
- **Pre-course analysis** of your writing samples, which we incorporate into your training
- **One-day facilitated training** focused on boosting your business results
- **Active workshoping** of one of your current writing projects
- **Reference manual** thick with proven writing and sales ideas, principles and techniques
- Ample **practical, interactive exercises** to apply your 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!

"Sensational day—professional, free-flowing, inclusive, interactive and enjoyable. This has energised and inspired me!"

"More than I expected—covered great topics I hadn't considered."

"Paul was brilliant. An engaging, articulate and intelligent trainer. Great course—very valuable."

"The best thing was the amount of substance."

"Hands-on and interactive. Great workbook to take back and use."

"I liked the constant anecdotes, real-life examples and group interactivity."

Course overview: "Write More Business"

Kick-start your creativity > Staring at a blank page

- Sure-fire ways to get moving, dissolve writer's block, and boost your creativity
- How to find unique angles and build creative arguments in favour of your product/service
- How to differentiate your product/service from your competition

Know your audience > It's all about them

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

> Persuading by personality

- Using psychology to connect with different personality types (e.g. analyticals, drivers, etc)
- Appealing to audiences with different attitudes (e.g. apathetic, uninformed, hostile, etc)

> Charming chameleons

- Choosing the right language, tone, length and style to engage your audience
- Brevity—writing concisely but with impact

Write for results > Impact and action

- How to hook your reader from the start
- Proven methods of writing powerful headlines, titles and email subject headers
- Testing your headlines and offers to ensure you hit the mark

> Do you take Amex?

- How to write words that sell
- Methods of attracting, securing and closing sales in writing
- Removing objections and building credibility

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

> Feed your brain

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

- **Training is tailored to your business**
- **Ideal group size: 6-8 participants**
- **Designed for both private and public sectors**
- **Fully-tailored training, coaching and public programs also available**

100% money-back guarantee

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

Find out more:

(02) 9427 3127

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info@magneto.net.au

www.magneto.net.au