

**COURSE
PROFILE:**

frontline kiwi



Persuasive Business Writing

Every document your business produces has a purpose—often to persuade someone to do something or make a decision. So they need to be well written, and to project a professional image. Well written proposals or submissions will help you to secure new business, maintain existing business, win awards, or otherwise influence or persuade people that you are a high-performing quality organization. Even with standard clauses, auto formats and templates, the content may be poorly written and ineffective. So make sure you have the basics right—effective planning, drafting and editing, and ensure your documents produce the right result.

Course benefits:

- ▶ A more professional image projected in your e-mails, letters, reports, itineraries, tenders and contracts.
- ▶ Documents which are effective in achieving their purpose.
- ▶ Less time spent on follow-up to documents not fully understood by the reader.
- ▶ Efficient communication electronically, without compromising standards
- ▶ More innovation and creativity in improving business processes.

**Learning
Outcomes:**

- ▶ Recognise the importance of getting the basics right—clear, concise, correct, complete, and courteous.
- ▶ Be more aware of your poor writing habits and plan to improve.
- ▶ Plan your writing so you draft with a clear objective and the reader's needs in mind.
- ▶ Structure it appropriately for its purpose.
- ▶ Make it persuasive using the AIDA formula.
- ▶ Achieve the right tone.
- ▶ Proofread and edit effectively.

Target Audience:

- ▶ Anyone whose role involves writing effective and professional e mails, letters, reports, proposals or other business documents and wants to influence their readers in a positive way.

Course features:

- ▶ This is a one day course plus a follow-up assignment reporting on the application of new skills and knowledge back at work.

Course Fee:

- ▶ \$300 per delegate, includes tuition, course materials, assignment marking & follow-up, plus GST.