

Persuasive Writing

Increase your sales by persuading people to take action

- Communicate in writing in a way that guarantees results
- Apply a creative system consistently that does not require talent or experience
- Use words and phrases that have been proven to generate specific responses
- Quickly and efficiently create powerful e-mails, web-sites, proposals etc.

Are you battling to bring in new sales? Are you struggling to get the attention of potential customers? Do you find yourself staring at a blank screen when you need to send e-mails, write a proposal, create copy for your web-site or design marketing material? Would you love to be able to put words together in a way that will influence people to buy from you?

This practical two-day workshop will provide you with the tools to unlock your creativity and introduce you to an editing process that will help you make every word count.

The practical nature of the workshop means that after the workshop you will have completed a writing project you can immediately use.

During the workshop, you will learn how to:

- Write compelling e-mails, web-sites and other sales and marketing collateral
- Apply a writing method that will allow you to consistently push out written masterpieces in half the time it would take anybody else
- Learn the words and phrases you can use to influence people's thinking
- Apply the editing techniques make every word count

Comments from attendees

<i>"We always thought it was impossible to differentiate ourselves in a tender until we attended this workshop. By applying the language patterns we learnt on this course, our tenders are definitely standing out from the others "</i>	Bid office – Internet Solutions
<i>"Tim helped us reduce our proposal from 45 pages to 5 value-packed ones. For the first time our customers are actually reading them"</i>	Managed Print Services Head – First Technology
<i>"The tools you provided have really helped my approach potential prospects. I have far more customer appointments now than I used to have."</i>	Financial Advisor – Sanlam
<i>"Being a start-up, we don't have a lot of money to spend on marketing specialists, yet the success of our business relies on compelling web copy. We were amazed at how simple it was to do this ourselves. We are really happy with the results."</i>	Internet Entrepreneur

Workshop Overview

Module 1: Know your reader

- Have a conversation with one ideal reader
- Examples of persuasive writing • What do you need to know about the reader?
- How do you learn about your ideal reader?

Module 2: Create an engaging value proposition

- Why focus on benefits and problems?
- How to generate benefits from features
- How to use the “So what?” rule
- Anticipate their objections
- Structure of a value proposition: Headline, sub-heading and five bullet points
- Characteristics of a good value proposition

Module 3: Learning the language of influence

- What are persuasive language patterns?
- How to put ideas in people’s heads
- Changing mind-sets. How to get people to want something
- Appealing to what really matters to us
- Getting people emotionally involved
- Getting people to use their imaginations
- How to change someone’s mind

Module: 4: How to write your first draft

- Persuade the reader to take the next step
- Focus on the benefits you offer and problems you avoid
- Support your claims (testimonials etc.)
- Address any objections
- Have a clear call to action

- Writing techniques
 - Be specific
 - Use the subtle nod
 - Use the power of the imagination

Module 5: Edit to make every word count

- Work through the check-list to make sure your text is engaging, credible and persuasive
- Use the 12-year-old rule – keep it simple
- Test for common mistakes that reduce impact
- Test for common spelling and grammatical errors

Module 6: Conclusion and next steps

- Summary of key ideas
- Introduction to self-study material
- Next steps and commitments

Self-study: Apply what you have learnt in the real world

This module is in the form of self-study material that provides guidance on specific applications of persuasive writing:

- How to write e-mails that get results
- Writing your About page on your website
- How to write proposals that will actually get read and sell for you
- How to write blog and other articles that position you as a specialist
- Writing on Social Media, LinkedIn, facebook and Twitter