

Persuasive Writing Skills

Do you need to persuade others or sell your ideas in writing? This workshop will show you how to produce proposals that address your readers' needs, flow logically and use language to convince key decision-makers.

You will work in groups and take part in discussions, exercises and interactive tasks. You will write a case study proposal and receive feedback from your trainer and other participants on your strengths and areas to improve.



Outcomes

After taking this workshop, you should be better able to:

- feel more confident in your ability to write persuasively
- better understand your readers and their expectations
- sell your ideas to the people who matter

This workshop is for you if...

You are a manager, officer or executive and want to get your ideas accepted.

Persuasive Writing Skills – Course outline

Module	Module content
What are proposals?	<ul style="list-style-type: none">• An introduction to persuasive writing• Proposals vs reports• The purpose of proposals
What does a proposal look like?	<ul style="list-style-type: none">• Meeting your readers' expectations• Sections of a proposal• Developing situation and benefits
Who do you need to persuade?	<ul style="list-style-type: none">• Meeting the organisation's evaluation criteria• Countering objections• Adapting to different readers' styles and concerns• Appealing to your audience's 'hot buttons'• Using themes to unify your proposal
How are you going to say it?	<ul style="list-style-type: none">• Making your methods section more persuasive• Writing effective headings and subheadings• Using power language• Exploring rhetorical techniques
What now?	<ul style="list-style-type: none">• Recapping the course• Your case study proposal• Feedback and next steps