



Writing Dynamics™

Writing Clearly, Concisely,
Persuasively—and FAST

(Two-Day Workshop)

Today's readers are overloaded; they have no time, and at best, skim-read.

Writing Dynamics™ shows you how to handle these challenges. How to get the reader's attention. How to ensure your key message is understood. How to save you and your reader time.

Our five-stage writing system helps you PLAN using creative and structured thinking, DRAFT in record time and EDIT for impact.

WORKSHOP MATERIALS

Each participant receives a detailed booklet that acts as a workbook during the program, and as an easy-to-use reference afterwards. Information includes a self-assessment, easy-to-use reference summaries, and a recommended reading list.

www.laminstitute.com

CORE PROGRAM

A "Tried and True" Writing System

- Introducing the McLuhan & Davies Five-Step Writing Process™
- Applying the Five-Step Writing Process™ to all forms of writing
- Being more creative, organized and structured
- Being your own editor

The One-Minute Editor™:
Quick checks on quality!

- Adapting a document from hard-copy to online
- Achieving Clarity, Impact and Influence
- Mapping and Brainstorming Techniques
- Making your text communicate visually
- Professionally editing your text (The Editor's Six Obsessions™)
- Beating Writer's Block
- Handling today's reader
- Understanding that everyone can write!

Selling Yourself

- Through Your Writing
- Handling the Skim Reader
- Writing strategies to sell your reader
- Writing fast, but accurately
- Checking your grammar
- Selecting readable typefaces
- Creating energy in your writing to connect with your reader
- Persuading your reader to read

Tricks of the Editor's Profession

- Saying "No" persuasively
- Getting started
- Managing time
- Writing (and planning) effective procedural manuals
- Structuring your document in nine ways
- Writing a persuasive Table of Contents
- Adjusting your writing style to connect with all audiences

What's the Difference Between Technical and Non-Technical Writing?

- Writing for the non-technical reader
- Preparing text for the general public
- Crafting the perfect report
- Understanding the true craft of writing
- Saving time through better planning

Your Hot Topics

- Composing effective e-mails
- Writing the special sales letter
- Writing for the digital audience
- Writing effective customer service letters
- Handling lateral and logical readers
- Writing for web pages, Internet, etc.
- Making your writing more "personal"
- Point-Form technique
- Adjusting your writing tone to convince

Direct, Personal Feedback on Your Own Writing

Send us a sample of your writing before the workshop for evaluation by our team of professional writers.

"I took Writing Dynamics™ in a public workshop at about the same time I had to write my first annual report – a task I was quite nervous about. The week after the workshop, I wrote 85% of the first draft in two days! The annual report went on to win two international awards. I was sold on the WD writing system and have been using it ever since."
Sharon Besco,
President
Creative Thinking Communications