



# Cathy Wilcox Training

## Client-focused legal writing

### What's it about?

Our clients are busy, with many calls on their time. It shouldn't be hard for them to work out what their lawyers are saying. They need their legal advisors, external and internal, to communicate clearly, concisely and commercially. This course will refine your legal and business writing from short emails to longer, more formal legal advice so that it's well planned, persuasive and makes the key points succinctly.

### What does it cover?

- The importance of a clear aim
- Focusing on your reader
- Using a four-stage approach to plan and structure your writing
- Six principles of a client-focused writing style (with exercises):
  - Choose the active voice.
  - Keep your sentences short.
  - Don't use a long word if there's a shorter one that means the same.
  - Don't use three words if one would do.
  - Avoid (or explain) jargon including legal jargon, business jargon, and clichés.
  - Don't turn verbs into nouns.
- Making your communications look inviting

### What do people think of the course?

*"The invaluable course content was delivered in an engaging and effective manner. Cathy is a world-class communicator. I highly recommend this training to all practitioners."*

*"Clear presentation – made fun, memorable and very relevant to everything I do."*

*"Very knowledgeable and helpful trainer. Cathy gave us excellent advice. I enjoyed the focus on writing clearly and succinctly."*

*"I've had a lot of verbal feedback, and everyone found the session very useful. A couple of them said they put the training into action the very same day, and one even went away and redrafted a document they had done that morning."*

*"Cathy's style of delivery kept me engaged and interested."*