



# Cathy Wilcox Training

## Writing for publication

### What's it about?

This course develops the skills of anyone using the written word to showcase their expertise and market their business to clients and contacts. We cover the whole process from deciding on your topic and identifying the “So what?” points to choosing a structure and title and using a compelling writing style.

Our two-hour course covers the basics and includes plenty of exercises. In the three-hour course, everyone comes with an idea for an article and starts to plan it during the session.

### What does it cover?

- Choosing the right topic and publication
- Identifying the “So what?” point
- Structuring your article for maximum effect (including the inverted pyramid structure)
- Using compelling language
- Drawing readers in with a great title and layout

### What do people think of the course?

*“I thought it was an excellent training session. Given her background, Cathy has the gravitas to be able to deliver this sort of training to senior people and to seasoned article writers and for them to be able to take something away from it. The fact that she understands writing legal articles and the issues that are particular to that means that the training is not just generic. The practical exercises were well thought out, useful without being daunting and highly illustrative of the points being made.”*

*“The most valuable part of the course was the opportunity to discuss approaches to publications with colleagues, facilitated by someone who clearly knew what she was talking about and who was not afraid to express a view.”*

*“I thought Cathy was very knowledgeable, had some very good materials and excellent points as to how to improve one's writing style. The best course I've been on at the firm.”*

*“I haven't written an article yet, and the course helped me to overcome my initial fear of something that's not part of my day-to-day work.”*

*“I thought that today's class was really good. Cathy is an engaging presenter and the mix of theory and practical exercises was spot on. There were certainly new points in there for me, and for others I would expect.”*