



# Cathy Wilcox Training

## Writing with impact

### What's it about?

You want everything that you write, from short emails to longer, more formal documents, to have immediate impact and get results. This course will give you the skills to produce writing that's well structured, persuasive and makes the key points succinctly. We will introduce the theory and give you plenty of chance to practise the techniques through exercises.

### What does it cover?

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

### What do people think of the course?

*"It was fabulous, Cathy was just great. She was witty, intellectual, had a great pace and was non-judgmental. Great, great course which taught me a lot and I would highly recommend to anyone."*

*"[Her] teaching style is amazing. Very well presented and understandable. Perfect tone, pitch and speed. I learnt loads."*

*"Doing practical exercises and discussing the answers was good. It helped to have a go at applying the techniques. The session was very relevant and will change the way I write!"*

*"Really enjoyed the session. Great worked examples. Great to have a lawyer who is also a stickler for detail. Great integration with our Style Guide. Really builds on pyramid principle."*