

# WRITING DYNAMICS™

## Writing Clearly, Concisely, Persuasively—and FAST

**DATE TO BE CONFIRMED**

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 three-stage writing system helps you **PLAN** using creative and structured thinking; **DRAFT** in record time and **EDIT** for impact.

### 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 are 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

## ABOUT THE FACILITATOR

### **Irene Hogendoorn McLuhan & Davies**

Irene is a graduate of the University of Toronto and Ryerson Polytechnical University. She developed and taught a part-time Sales Course at Ryerson in the Radio Television Arts Program as well as developed and taught a First Nations Training Program in Saskatchewan.

Irene comes to McLuhan & Davies with over 20 years of newspaper experience at the Toronto Star, where she has been involved in sales, marketing, product development, promotions and training. In her current role as an independent marketing consultant, Irene works extensively developing marketing collaterals, marketing strategies and liaising with Government and Legal Officials in the telecommunications field.

Irene's communication projects include developing collateral materials, sales presentations, creating and coordinating major sales and marketing events, United Way events and implementation of a staff departmental monthly newsletter.

In the training field, Irene has worked with sales staff to achieve the necessary skills to exceed revenue targets and meet objectives. Within the First Nations community, Irene provided training and career counseling in the Construction Field. Her management roles have included establishing new streams of revenue in the advertising department, team building both internally and externally and executing executive presentations.

Irene is involved in community theatre and has been a member of the Eastminster Players for over twenty years.

Irene is a Master Dragon Boat Paddler and has represented Canada in several international venues including the 2001 World Championships.

# REGISTRATION FORM

## WRITING DYNAMICS™

DATE TO BE CONFIRMED

NAME:

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JOB TITLE:

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COMPANY NAME:

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COMPANY ADDRESS:

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PHONE:

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FAX NO:

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E-MAIL ADDRESS:

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SIGNATURE:

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**COURSE PRICE: US\$1250 + 15% VAT**

This covers the cost of tuition, course materials, lunch and refreshments.

In order to ensure that you have a booked place, you must complete and sign the registration forms signifying your confirmed attendance at the above seminar and payment in full upon registration.

**CANCELLATION POLICY**

A cancellation fee of 50% of the total cost per registered participant will apply after **7 days prior to start**.

KINDLY MAKE CHEQUES OR DRAFTS PAYABLE TO: **CDN MANAGEMENT SERVICES LIMITED.**