Plain English Foundation® Training

Writing to Persuade
Clear writing courses

What is plain English?

Plain English is a set of writing principles for professionals in the workplace.

Before

During the preparation of any proposals I would encourage dialogue between yourself and the finance manager to ensure that there is a shared understanding of the budgetary issues affecting your team.

After

As you prepare proposals, please talk to the finance manager so you both understand any issues with the team's budget.

What are the benefits?

Our plain English training builds on your existing writing skills.

We help you improve:
· precision and clarity
· readability and efficiency
· accountability and credibility.

Plain English makes your documents more effective and persuasive. It draws from traditional grammar, rhetoric, information design and cognitive psychology.

Who are we?

Plain English Foundation has run writing skills workshops for thousands of professionals across Australia.

As experts in plain language, our trainers and editors apply the latest research on clear communication to workplace writing.

Our one-day **advanced** course is for professionals who write analytical documents that need to persuade their readers.

It will help you write stronger and more successful reports, submissions, proposals and letters by:
· identifying the strongest arguments to support your case
· structuring your text into the most persuasive document possible.

You can then build on this foundation in our specialist course, Writing for the Web.

Outline for Writing to Persuade

1.	Identify the issues	Focus your text by deciding on the core issues to place at the centre of your case.
2.	Strengthen your analysis	Choose the strongest arguments available to support your conclusions.
3.	Test your conclusions	Evaluate the strength of your argument by assessing the chain of reasoning.
4.	Sequence your argument	Structure your text for maximum impact and persuasion.
5.	Set the right style	Review the language to make sure your style matches the needs of your readers.

Feedback on Writing to Persuade

'Thank you for making everything simple to understand.'

'It was a useful and fun day. I really enjoyed the conclusion testing tool.'

'Practical examples broken into simple tools to use everyday at work.'

'The trainer took the time to understand and structure the content to fit our individual needs.'

'Now I hope to greatly enhance my writing.'

'Excellent trainer who explained the topics clearly – a fantastic course!'

'I enjoyed the references to research in this area.'

Key details

· $635 plus GST
· 9.30 am to 4.30 pm, with lunch included
· Sydney CBD

We offer a discount if you book 2 or more courses in a single transaction.

This can be 2 courses for 1 participant or 1 course for 2 participants.

Register and book online at www.plainenglishfoundation.com.

PEF Training