

Customer-friendly writing

Wouldn't it be wonderful if we could write what we had to and use no more words than we needed? Think about it. Every time a reader picks up your writing, they've decided it's the most important thing to spend their time on. So you'd better make it worth their while. We'll show you how...

This unique course is 'real-world'. It uses examples from everyday working life, including many from your organisation. Participants consistently rate this course as "one of the best days of training I've ever had". Most importantly, it works!

This course is for anyone who writes letters, reports, procedures, appraisals, emails... any business writing.

What are the objectives?

Customer-friendly writing shows you how to:

- Reduce the time you spend on business writing (and reading)
- Increase clarity so others can read and understand you - first time through
- Improve your own and your organisation's image through what you write.

What topics does it cover?

Here's what we usually include. We'll focus the topics on what's most important for you:

- Costly writing: the causes and costs of inefficient, unfriendly writing
- Concise writing: how to reduce wordiness and save time - yours and theirs
- Updated writing: how to update old-fashioned writing that damages your image
- Spoken writing: how to improve friendliness, customer care and your reputation
- Active writing: how to put life in your writing, so it conveys energy and action
- Clear writing: how to write so others can understand it, first try
- Organised writing: how to start, structure and stop, so your writing "flows"
- Good-looking writing: how to use layout and typography to invite the reader

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Just wanted to let you know how much I enjoyed this course and got so much out of it - not just for letters but for all my writing and record keeping. Excellent trainer who makes it fun and accessible.

Thames Valley Housing

Example programme

Introduction

Welcome and what we're up to

- The attendees and course leader
- The course: objectives, structure, methods
- Considering your audience

Session 1

Cut the waffle – concise writing

- The beauty of brevity
- Wordiness traps
- Pruning techniques

Session 2

Watch your tone – updated writing

- Old-fashioned writing traps
- Spoken writing techniques
- Coffee-cup test

Session 3

Make it plain – clear writing

- Active versus passive voice
- Finding-and-fixing techniques
- Readability indexes
- Techniques for improving readability

Session 4

Give your reader a break – organised writing

- Writing better subject lines
- Creating effective openings
- Using useful headings
- Keeping your points parallel
- Closing meaningfully

Closing

Taking it back to work

- Bringing together key learning

