

WOWplace® Writing Workshop: Effective Writing is a WOW!

1.5-Day Training Outline

Day One

Section I: Getting Organized

Using templates

What is the point?

What impact do you want to make - emotionally, intellectually?

What do you want them to do? How? When? Why? Where? Who? Tell them the purpose up front.

Calls to action

Section II: Creating a Draft

Jot down immediate notes and questions upon getting the “assignment”

Do your homework: ask questions; interview appropriate parties - never assume!

Brainstorming, mind-storming, and mind-mapping

Section III: Using Stories and Examples to Support Your Points

One story is worth a thousand words

“Borrowing” quotes from credible others

The power of pertinent examples

Section IV: Tone and Professionalism

Active versus passive voice

Writing etiquette

Make your writing as error-free as possible

Read and re-read - before sending

If it’s critical, have someone else read it for clarity, tone, and errors

Section V: Editing and Polishing Your Work

Less is more: the power of being succinct

Writing for clarity and avoiding misunderstandings

Section VI: Types of Written Documents - Their Use and Importance

E-mail

Business letters

Meeting minutes and agendas

Proposals

Speeches and presentations

Thank You notes and letters (e-mail versus hand-written)

Awards

Grant writing

Resumes, performance appraisals, self appraisals

Specialty writing: articles, magazines, e-zines, newsletters, blogs, social media posts, audio & video scripts

Section VII: Using technology

Spell-checkers, grammar checkers, and other technology: use them, but don’t over-rely on them

BCC, “Reply All” and other tricky features - and how they can “trip you up”

Day Two

Section VIII: Reinforcement and Practice of Effective Writing and Editing Concepts

The value and necessity of proofing and editing

Practice writing projects

Valuable resources for future reference