
Creative Writing In A Commercial World

▶ Many of us enjoy the creative possibilities of writing. All too often however the writing we have to do in our work - from memos to marketing material, corporate newsletters, sales information or web copy - can seem dull, lifeless and far from creative. This course offers practical exercises, advice from industry experts and tips and techniques to develop confidence in your powers of self-expression and harness that creativity in your line of work. Bring along some examples of your own work - and a sense of fun.

▶ Pre-Course Requirements

You need no previous experience to attend this course.

Self-expression

♦ A series of exercises to awaken your writing potential ♦ Examples of effective creative writing ♦ How you can reflect your personality - and the personality of your organisation - through words ♦ How different words project different personalities ♦ Generating ideas ♦ Brainstorming techniques

Restriction Means Freedom

♦ Why working within tight limitations can widen your horizons

Keeping It Concise

♦ The art of cutting words to expand your message ♦ How to spot unnecessary words, sub-clauses, sentences and paragraphs ♦ How to tighten a message so that every word really counts

Coping With Deadlines

♦ How to be creative against the clock

Overcoming Writer's Block

♦ Techniques for breaking the log jam when ideas and words don't come easily

Seeking Attention

♦ Headlines and intros to grab your readers' attention

Writing For An Audience

♦ Knowing who your audience is and how to tailor your message in ways which mean you connect directly with them

Formats And Structures

♦ Order your words to maximise their effect ♦ The lessons of journalism and the structures news and features writers use ♦ How to pick a structure that suits your message - and your audience

Practical Exercises

Questions and answers

▶ Contact

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