

Blog Post & Newsletter Writing Skills

Learn to create blog posts and newsletter articles *that people read*.

Ever had to write a blog post or newsletter article, and had no idea where to start or what to write about? Ever had to edit someone else's writing, and wanted to fling it out of a window? Ever considered creating a blog or newsletter strategy and put it off, because you don't know how? If you're nodding, you need this workshop.

It focuses on the building blocks of the successful blog post and newsletter article, and goes from there, sharing the techniques professional writers use to get their writing read, their messages delivered, their communities built, and the organisation or brand's point across.

Course duration:

Workshop (group) format: 1 x full day (08h30-16h00)

Course outcomes:

1. Know who you're speaking to
2. Understand how to create and give value
3. Know where to look for content ideas
4. Define formality, style and tone
5. Use 3 writing rules to achieve scannability
6. Heads, captions, and readability analysis
7. Identifying and eliminating redundancy
8. The dangers of relying on a spell-checker
9. Editing vs re-writing: where's the fine line?

Please note: Final course content may deviate slightly from what's described above.

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Member: Southern African Freelancers' Association (SAFREA); Professional Editors' Group (PEG)

copywriting • copy editing • writing training