

The Writing Habit



Tracebridge
Paradise Room

Presented by:
Joanie Gorman
with guest,
Country Living writer
Charlotte Dear

The Writing Habit Workshop

The day will be packed with tools, practical exercises and valuable tips on how regular writing can free you up creatively and open the door to new opportunities.

This session is intended to help make the job of consistently promoting you and your products or services easier.

Some of the topics we'll cover

Writing Everyday

Why and how to make writing as routine as brushing your teeth. Forming a daily writing habit allows you to focus your priorities and hone your writing skills to develop your voice.

Telling the Story of You and Your Business

Many people stumble over explaining their business or what they do. Not from shyness, but because verbalising it can be tricky, especially if you have various strings to your bow.

Writing well doesn't require a string of initials after your name. It's simply about using language to connect with those who are open to your message.

We'll go through steps needed to build a foundation for writing about yourself and your business. We'll also talk about why you should revisit this exercise often.

Getting to Know Your Audience

The best way to serve your customers and fans well is to understand them. We'll look at a variety of ways to get to know your customers and fans and also how to use feedback.

Headlines and Subject Lines

Grabbing the reader's attention in a way that moves them is essential. We'll go over various types of headlines and subject lines and address how to help you get more "opens."

It's About the Message, Not the Medium

Many people fear social media because it feels noisy and complicated. The more important issue is knowing what you want to say. A well-crafted, purposeful message is always the first step. Learning how to use various platforms is secondary.

Formatting Techniques for Digital Media

You'll learn techniques for formatting text to be read on screens or devices. Minor adjustments will make what you write easier for your reader to consume – whether they're reading a blog post on your website or an email newsletter.

The Changing Role of Traditional Media

We'll discuss the state of print media today and how to approach publications. *Country Living* writer, Charlotte Dear will join the conversation and also field your questions.

Making Connections

Connecting others with people or information that may interest them is not only helpful but memorable to the recipient. We'll look at examples of the *right* way to send an unsolicited message and the long-term benefits of reaching out to friends you haven't met yet (aka strangers).

“If language is not correct, then what is said is not what is meant; If what is said is not what is meant, then what ought to be done remains undone.”

– Confucius

Who is this workshop for?

Individuals who are keen to learn writing skills for the purpose of promoting themselves or their business. You understand that clear, consistent communication with customers and collaborators is necessary for growth and would like help and feedback to help hone your message.

What you will need

Just yourself. I will provide a fresh new notebook and a supply of pens and pencils.

If you prefer writing on a laptop or an iPad, feel free to bring one along.

Existing work

If you have existing work you'd like to focus on, bring it in so you can apply the topics directly to your project.

For instance, if you feel your website copy could be more effective, bring in a sample from the home page or your “About” page.

Workshop fee

Price £70 for the day, lunch included.

Questions?

If you have further questions, feel free to ring me on 07980 017457 or email joanie@jigcreative.com.

