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COMMUNICATION AND WRITING SKILLS | CWS-001

The Art of Persuasive Writing: How to Influence and Engage Your Audience

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Course content

Why Attend

Persuasive writing is a powerful skill that can help you influence decisions, inspire action, and engage your audience. Whether you're writing marketing copy, proposals, speeches, or social media content, this course will teach you how to craft compelling messages that resonate with your readers. By the end of the course, you'll have the tools to write persuasively and effectively in any context.

Course Methodology

This course is highly interactive and practical, featuring:

- Lectures : Expert-led sessions on persuasive writing techniques and principles.
- Writing Exercises : Hands-on practice for crafting persuasive content.
- Case Studies : Analysis of successful persuasive writing examples.
- Peer Reviews : Collaborative feedback sessions to refine writing skills.
- Templates and Tools : Access to frameworks and resources for persuasive writing.

Course Objectives

By the end of this course, participants will:

- Understand the psychology of persuasion and how it applies to writing.
- Learn to structure persuasive messages for maximum impact.
- Develop techniques for crafting compelling arguments and calls to action.
- Master the art of storytelling to engage and influence audiences.
- Adapt persuasive writing techniques for different formats and audiences.

Target Audience

This course is ideal for:

- Marketers and content creators looking to improve their copywriting skills.



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Target Audience

• Business professionals writing proposals, reports, or presentations.

• Entrepreneurs crafting pitches for investors or clients.

• Writers and bloggers aiming to engage and persuade their readers.

• Anyone who wants to influence and inspire through their writing.

Target Competencies

Participants will develop the following competencies:

• Persuasion Techniques : Using logic, emotion, and credibility to influence.

• Audience Analysis : Tailoring messages to different readers.

• Storytelling : Crafting narratives that engage and inspire.

• Call-to-Action : Writing clear and compelling requests for action.

• Adaptability : Applying persuasive writing techniques across formats.

Course outline

Day 1: Foundations of Persuasive Writing

• Introduction to persuasive writing: What makes writing persuasive?

• The psychology of persuasion: Ethos, pathos, and logos.

• Understanding your audience: Needs, values, and pain points.

• The role of tone and voice in persuasive writing.

• Activity: Writing a short persuasive paragraph.

Day 2: Structuring Persuasive Messages

• The AIDA model: Attention, Interest, Desire, Action.

• Crafting compelling headlines and opening lines.



Course content

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• Building a logical argument: Evidence, reasoning, and conclusions.

• Using storytelling to make your message memorable.

• Activity: Writing a persuasive email using the AIDA model.

Day 3: Writing Persuasive Proposals and Pitches

• Structuring a persuasive proposal: Problem, solution, and benefits.

• Writing for different stakeholders: Clients, investors, and decision-makers.

• Using data and visuals to strengthen your argument.

• Crafting a strong call-to-action.

• Activity: Drafting a one-page proposal or pitch.

Day 4: Persuasive Writing for Marketing and Social Media

• Writing persuasive ad copy: Clarity, brevity, and impact.

• Crafting engaging social media posts that drive action.

• Using emotional triggers and power words in marketing.

• A/B testing and optimizing persuasive content.

• Activity: Writing a social media post or ad copy.

Day 5: Advanced Techniques and Real-World Applications

• Overcoming objections and addressing counterarguments.

• Writing for different cultures and global audiences.

• Persuasive writing in speeches and presentations.

• Peer review: Giving and receiving feedback on persuasive writing.

• Course wrap-up: Key takeaways and action plans for continued improvement.

Additional Notes :



Course content

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- Each day includes breaks and time for Q&A.
- Participants will receive a workbook with templates, checklists, and resources.
- A certificate of completion will be awarded at the end of the course.



Seminar dates

Available seminar dates

Live dates and pricing for The Art of Persuasive Writing: How to Influence and Engage Your Audience generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	Paris - France	Classroom	**€3,600.-**
18 - 22 January 2027	London - U.K	Classroom	**€3,360.-**
15 - 19 February 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
15 - 19 March 2027	London - U.K	Classroom	**€3,360.-**
19 - 23 April 2027	Istanbul - Turkey	Classroom	**€2,280.-**
17 - 21 May 2027	Vienna - Austria	Classroom	**€3,400.-**
21 - 25 June 2027	Barcelona - Spain	Classroom	**€3,080.-**
19 - 23 July 2027	Cape Town - South Africa	Classroom	**€2,272.-**
16 - 20 August 2027	London - U.K	Classroom	**€3,360.-**
20 - 24 September 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
18 - 22 October 2027	London - U.K	Classroom	**€3,360.-**
15 - 19 November 2027	Istanbul - Turkey	Classroom	**€2,280.-**
20 - 24 December 2027	Vienna - Austria	Classroom	**€3,400.-**

Live online option	Online delivery is available at €1,850.-.