



# Learn how to write —

for more impact,  
influence and action



Business Writing Essentials  
Program outline

# Can one short course really make a difference?

**Absolutely!**

Refresh Marketing has run countless writing skills courses with outstanding participant feedback every time.

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*“So useful! I needed this training five years ago!”*

*“This workshop will change the way I write forever.”*

*“I will be applying everything I learnt to my work immediately.”*

*“Simply fantastic, I can’t wait to put all your great tips to use.”*

*“Fantastic workshop! I got a lot more out of it than I was expecting.”*

*“A real eye-opener – my writing will definitely improve as a result.”*

*“Excellent workshop, relevant to all work roles and very easy to understand.”*

*“All businesses that communicate with clients should do this course. Brilliant!”*

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# Let's start with the basics

## why

this training  
is superior

All my sessions are:

- Interactive, fun and engaging
  - Activity-based for relevant, hands-on learning
  - Open to the public and held approximately once a month
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## what

you will receive

All participants will receive:

- 6 hours of live small group training
  - A 40-page workbook (to refer back to for years to come)
  - A course completion certificate to promote on your resume and LinkedIn profile
  - The opportunity to meet and connect with like-minded professionals
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## how

you will benefit

At the end of the day, you can expect:

- An immediate improvement in your writing
- Strong, reader-focused content that inspires action
- Greater confidence and improved writing habits



# FOR PEOPLE OF ALL JOB FUNCTIONS AND WRITING ABILITIES

## For who?

This course is designed for any professional that writes on a daily basis – including:

- Admin, support and operational staff
- Customer service professionals
- Sales and marketing teams
- Advisors and consultants
- Business owners, managers and executives

## For what?

You will be able to apply my secrets and techniques to all mediums, including:

- Emails
- Reports
- Sales proposals
- Marketing material
- Board reports
- Meeting minutes

## What you will learn

With a focus on plain English writing, my training will empower you to:

- Write clearly, simply and succinctly
- Structure your writing for busy, distracted readers
- Write for the audience and stay 'reader-focused'
- Write persuasively for impact, influence and action

# COURSE OVERVIEW

DAY 1					
9.30am	9.45am	10.45am	11am	11.30am	12.30pm
<ul style="list-style-type: none"><li>Introductions and overview</li></ul>	<ul style="list-style-type: none"><li>Four pillars of effective business writing</li><li>Replacing long words</li><li>Replacing wordy phrases</li></ul>	BREAK	<ul style="list-style-type: none"><li>Self-test for writers</li><li>Three questions to ask about your audience</li><li>The 4 stages of writing</li><li>Left and right brain</li></ul>	<ul style="list-style-type: none"><li>8 tips for clearer sentences</li><li>Rewriting long sentences</li></ul>	END

DAY 2					
9.30am	9.45am	10.45am	11am	11.30am	12.30pm
<ul style="list-style-type: none"><li>Check in and feedback</li></ul>	<ul style="list-style-type: none"><li>How to write in the active voice</li><li>Let's cut the crap</li><li>The right word for the right idea</li></ul>	BREAK	<ul style="list-style-type: none"><li>Specific weaknesses to avoid</li><li>Rewriting clunky sentences</li></ul>	<ul style="list-style-type: none"><li>Writing better emails</li><li>Proofing tricks and tips</li><li>Final tips for better English</li></ul>	END

# A truly engaging online experience

**Introducing Newrow –**  
my online training  
platform of choice.





Simple yet sophisticated, this cutting-edge training technology brings the benefits of face-to-face learning into the virtual world.



### CLOUD-BASED

No software  
to download



### SIMPLE & INTUITIVE

Quick and easy to login,  
learn and interact with



### REAL-TIME LEARNING

Online quizzes and  
activities (with answers  
delivered instantly)



### INTERACTIVE

Participants can ask  
questions and contribute  
to discussion easily

# “ What my participants have to say... ”



## Full of practical ideas and takeaway

If you'd like to improve your writing skills, take Vikki's workshop. This webinar is full of practical ideas and takeaways that can easily be applied to your writing.

I've always struggled to gather my thoughts and plan my writing - and this is exactly what Vikki covers in her session. I've definitely started to notice how I'm writing already - I look forward to putting Vikki's tips into practice.

**Karoline Godoy -  
Marketing Coordinator**



## A wonderful learning experience

Immediately after completing the course I started implementing Vikki's writing tips and techniques. I highly recommend this course.

Everyone can benefit from this content. Thank you Vikki and the team for a wonderful learning experience

**Dorit Jaffe - Executive Assistant  
and Social Media Officer**



## The wake up call that I needed

Vikki's workshop has helped me improve on my business writing skills. I had fallen into the trap being too wordy and less informative in my communication.

It was more than a refresher course on writing for business. It was the wake-up call that I needed to boost my communication with stakeholders.

**Stewart McCarroll -  
Student Liaison Officer**



## Feel more confident in my writing

Vikki's training was helpful and insightful. I became aware of common errors I have been making - so many blind spots! I also feel more confident in writing clear and concise emails and reports.

I strongly recommend Vikki's training.

**Kacper Gancarz (CA) -  
Senior Consultant**



# Meet your presenter



## Vikki Maver



I am a copywriter, content strategist, writing skills trainer and former lecturer for the Department of Marketing at Monash University.

In 2004, I founded my marketing and business communications agency, Refresh Marketing.

Using my trademark mix of technique and intuition to penetrate the clutter, I know how to write with impact.

Many high profile brands turn to me for my copywriting expertise – including ANZ, Melbourne Business School, Kmart, Lend Lease, Spotless and Australian Unity. I am also a regular writing skills trainer for the City of Greater Geelong, Barwon Water, Holmesglen Institute and Deakin University.

My clients tell me I have a bubbly presentation style and a passion for writing that's truly inspiring.



For booking  
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