

Secrets Of Written Persuasion (Online)

“Communicate Impactfully & Convince With Only The Words You Write”

Course Objective

By the end of the workshop you will be able to:

- Know the difference between normal writing and persuasive writing that moves people towards your intended direction
- Boost your ability to grab the attention of people with what you wrote
- Form rapport and bond with others through your writing
- Create fascination and interest in your writing to get people to continue reading
- Fuse your writing with impactful power words to strengthen your written piece

Target Audience

Managers and Executives at any level, Business Development, Marketing, PR and Advertising, HR Professionals, Sales Team and Supervisors, Frontline, Customer Relationship & Service staff and anyone who wants to use 'written persuasion' to be more convincing and influential – and gain a major advantage in persuading others through the materials that are written.

Course Outline

- Secrets to boost your abilities to psychologically influence others using written words (even if you have no experiences or haven't wrote much in your life)
- Learn the difference between normal writing that people don't pay attention to... versus highly-persuasive writing that influences people to move in your intended direction
- Techniques to immediately grab the attention of readers and have them continue reading what you've written
- How to ensure your views are understood by people who read what you wrote (especially useful if you are writing a proposal and you want others to accept the ideas/views of what you've proposed)
- Secrets to implant fascination into your writing and keep people glued to your written piece
- "Power Impact Words" you must put into your writing to capture people's attention and interest
- Templates: Get actual examples of written pieces that have been proven to persuade (including pieces that influence deals to close and sales to happen) followed by 'fill-in-the-blank' templates you can use in similar future situations that require persuasion
- Methods to establish rapport, bond and trust with another person in your writings using 'relationship-forming' words & language
- Tips for busy professionals: How to write quickly yet persuasively if you are strapped for time
- 6 tips to break free from “mind block” and let your writing flow without getting stuck
- Follow-able examples and real-life case studies of the most powerful pieces of writings (including modern day written examples as well as highly-persuasive pieces from history) that have successfully connected with and convinced thousands of people

Please refer to SNEF website for available dates

Duration : 1 day, 9am to 4pm (6 hours)

Virtual Classroom: ZOOM App

Register online at SNEF website www.snef.org.sg

[Click on Training >> Course Categories >> SNEFdigital >> Non Funded Courses >> View Course Dates/Registration](#)

Course Fees

Type	Full Fees (inclusive 7% GST):
Member & Non-member	\$299.60

Trainer

Tylus Lim has advised and helped boost the personal/professional effectiveness of directors, managers, team leaders and staff members of companies spanning over 30 different industries. He is also an entrepreneur and founder of different businesses with 2 that he still actively manages today. He oversees the people and management of his businesses by actively applying personal and work-optimizing strategies to generate growth and profitability. From that experience, as well as joint-venturing/connecting with a diverse variety of people from different industries, he has identified skillsets & influential practices across different fields that can substantially maximize one's potential to bring in optimal personal success as well as professional success to one's career. Tylus incorporates these success skills, practices, real-life examples into his trainings and teaches them to people who want to reach their fullest potential and capability.

Testimonials:

“Tylus has plenty of experience to share with us. Very insightful and enriching. Keep it up.” - Lester Mak (Marketing coordinator, Absolute Kinetics Consultancy Pte Ltd)

“When I listen to Tylus, I receive many 'moments of brilliance' every few minutes. It is the very satisfying feeling of knowing I had learnt some really useful things. I like Tylus's practical approach and encourage anyone to indulge in what he knows.” - James Lee (Business Developer)

Enquiries:

Evelyn Tan DID: 6827 6971 / Training hotline: 6827 6927

Email: evelyn_tan@snef.org.sg / trg@snef.org.sg