

Writing masterclass

Ian Cundell
Training and editorial services

The heart of your public image: **better writing is better business.**

Words that are properly chosen and presented encourage people to take your business seriously. Producing clear, eye-catching communications is a skill.

Even if you are lucky enough to have natural writing flair, you can always benefit from a fresh perspective, a constructive but critical look at all of your written output, online and on paper.

Benefits of a business writing masterclass

- **Writing masterclass** gives a structured, practical and goal oriented appraisal of your output, whether printed or online.
- **Writing masterclass** gives you the tools to take charge of your own output, to ensure that it says what you mean it to say.
- **Writing masterclass** uses a two stage process: diagnosis and treatment. I will review a selection of your output and then sit with you and go through detailed recommendations.
- **Writing masterclass** will raise the standards of your communication..
- **Writing masterclass** results will remain valuable for years.

Two stages, tailored to your needs

Depending on the volume of output either a half day or full day masterclass is available. Both include pre-masterclass output analysis.

Who should attend?

Writing masterclass anyone in a business that communicates, from sole traders to multi-nationals. Put simply, if you or your staff spend any part of the day writing, this course is essential.

About Ian Cundell:

I have been on your side of the fence. As an analyst at a firm of property consultants I learned the highs and lows of business. Fifteen years as a business journalist taught me the benefits of good writing.

**For further information see www.cundell.net
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