

Writing for Impact

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.

Most people have never been taught how to write effectively. The result? Bloated reports; vague proposals; poor business letters; rambling e-mails and dull blogs.

Benefits of Writing for Impact

- **Writing for Impact** teaches how to get your words read and understood. From business letters and executive summaries to business plans and proposals, in print or online.
- **Writing for Impact** helps you play to your strengths. By promoting best practice writing, your business philosophy can shine through.
- **Writing for Impact** uses exercises and case studies, supplying comprehensive course notes to form a valuable reference source for the future.
- **Writing for Impact** is about practical tips and techniques to promote greater writing confidence. With more confidence comes better performance. With better performance comes greater success.
- If you want know when to break the rules, **Writing for Impact** teaches it.
- **Writing for Impact** gives results you can use immediately.

Tailored to your needs

An on-site seminar in half-day/full-day format and can be tailored to your needs.

Who should attend?

Writing for Impact is for anybody with a daily need to communicate – from executives, managers and supervisors, to professionals and support staff.

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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