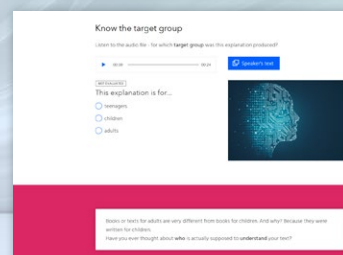
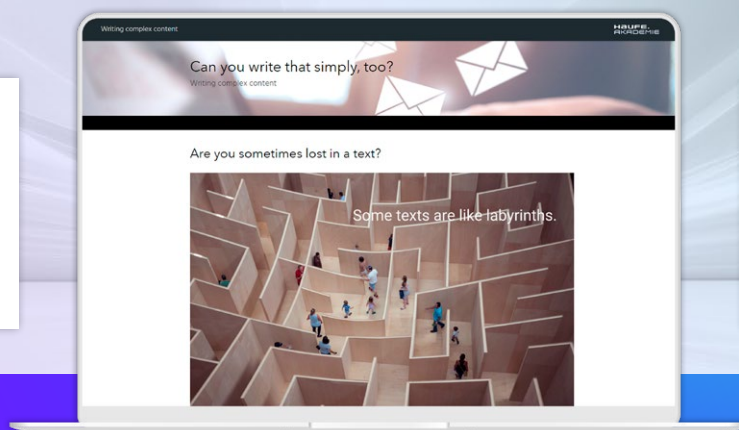
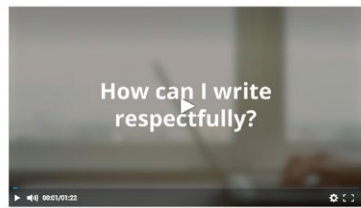


At your disposal at all times?



e-learning

Persuasive writing

Even – or especially – in today’s digital world, written communication plays a very important role. Whether in an email or on social media, the person you are addressing should always feel you are treating them in a professional way. Do you write in a way that is appropriate for your target audience? Or do you find it difficult to put words down on paper? Discover how to lose your fear of the “blank page” and always strike the right note, even in tricky situations.

Booking Number: **30603**

Group of participants:
Professionals and managers from areas with customer contact, PR, marketing and sales as well as product management. People who receive a lot of emails and/or are active on social media channels.

Duration: **approx. 1 hour**

Language:

Unit price:

€ 49,- zzgl. MwSt. | € 58,31 inkl. MwSt.

Package prices from 50 licenses on request

Learning objectives

- ✓ How to get off to a good start and specifically address your reader.
- ✓ How to formulate complex content simply and concisely and know how to get your message across.
- ✓ You will understand tone and register and how to address someone on equal terms.
- ✓ You will understand why you should pay attention to your reader’s needs.

Contents

What makes good texts?

Find the beginning:

- How can I find a beginning?
- What are the central aspects of my text?
- How can I formulate a succinct address line?

Persuasive writing:

- How does my message come across in writing?
- How can I write respectfully?
- What is the function stylistic devices in my text?
- How can I communicate via social media?
- Writing difficult texts

Editing texts:

- What is my writing behaviour?
- What do I actually want to say?
- How can I shorten?



Information on the web

www.haufe-akademie.de/30603



Let us advise you

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