



## Writing Irresistibly

Is your writing professional?  
Is it *sticky*? Are you persuasive?  
Do you know how to harness the power of stories?

**If you want words of steel, this workshop is for you.**

### **Make Your Writing Sticky**

We only have to hear urban myths once to remember them.  
Make your writing as memorable.  
Simple—Unexpected—Concrete—Credible—Emotional—Storied

### **Be Persuasive**

The simple technique that increases participation by 50%  
The secret of those candies that come with your restaurant cheque  
Why even a poor reason is twice as good as no reason at all

### **Use the Power of Stories**

The universe is made of stories, not atoms.  
A story is a powerful way of sharing individual experience and creating shared realities.  
*Lived stories* are those real-life, actual stories that are happening in the real world all around us all the time. Use their power to make your point.

### **Who Should Attend?**

- Directors, Managers, Supervisors, Team Leaders, and Administrators
- Marketing, Communications, and Public Relations Managers
- Accounting, Financial, and Other Business Professionals
- Human Resource Managers
- Engineers, Designers, Technicians, and Technologists
- Line Managers, Support Staff, and Foremen
- Anyone who has a grasp of writing fundamentals and wants to advance to the next level.

***Agenda...2***

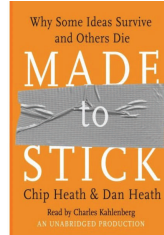


# Writing Irresistibly

Steven can tailor the content to meet your specific needs. Participant workbook and individual attention will noticeably improve your writing.

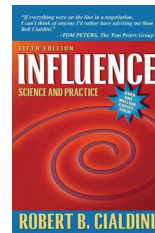
## Six Criteria for Being Memorable:

- Simple
- Unexpected
- Credible
- Concrete
- Emotional
- Storied



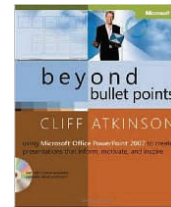
## Ten Ways to Be Persuasive:

- Logic
- Reason
- Credibility
- Gratitude
- Because
- Imitation
- Likability
- Authority
- Shortage
- Repetition



## Three Acts to Add Drama:

- Three acts have moved audiences for thousands of years.
- A proven way to reach people with a rich, engaging message.
- Classic storytelling techniques provide vitality.



## Duration:

One day at your location  
Maximum workshop size: 30

*“Very informative. Lots of tips for easy writing adjustments that will help me be clearer, more concise, and more efficient.”*

*“Informative. Lots to think about. Loads of tips I can USE NOW! Thanks, Steven.”*

## Workshop Leader



**Steven Moore** is Adjunct Professor of Communications and Communications Coach at the Queen’s School of Business in Kingston, Ontario. He has broad experience as a farmer, counselor, photographer, and living off the grid.

He has written for hundreds of corporate and business clients such as RBC Funds, CI Funds, Toronto Dominion Bank, CBC Radio, AT&T, Scotiabank, Canada Life, Empire Life, Bell Canada, Loyalist College, CIBC, Ontario Hydro, Lansing Buildall, and the Canadian Cancer Society.

A Member of the Editor’s Association of Canada, Steven’s teaching experience also includes the University of Toronto, Queen’s School of English, and Loyalist Training and Development Centre.

Steven has delivered more than 1,000 workshops to corporate clients such as Bell Canada, Domtar, Eagle’s Flight Creative Training Excellence, Inc., Addiction Research Foundation of Ontario, Novartis, City of Belleville, Invar, Wilkinson & Company LLP, and Conservation Ontario. His clients have laughed, felt encouraged, and learned to write more effectively.