



Write like the future depends on it.

Practical skills for organisations that want to be heard.

PART 1 Laying the foundations

- 01 Kick off | Who's afraid of the blank page?**
Meet the crew and discover the joy of layered writing
- 02 Structuring content for real people**
Turn rough ideas into clear, structured content
- 03 Finding words that work**
Learn techniques to level-up your writing
- 04 Proof like a pro**
Spot typos and get your work publication ready

PART 2 Turning information into impact

- 05 Writing stories that stand out**
Tell real human stories that create connections
- 06 Persuasive writing skills**
Build arguments that inspire action
- 07 SEO and AEO optimisation**
Make sure your content is found online
- 08 How to use AI to be a better writer**
Use AI without losing your voice

Kick off: Thursday 10 September, 2:00–3:30pm CET

Weekly sessions: Every Thursday, from 2:00–3:00pm CET

Interested? Drop me a line at copy@writtenbyjen.com for details.

One-time only offer

£150/€170



8 WEEKS



8 HOURS

