



# *Write like the future depends on it.*

Practical skills for organisations that want to be heard.

## **PART 1** Laying the foundations

- 01 Who's afraid of the blank page?**  
Get ideas flowing with my layered writing technique
- 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

Join me on **Thursday 28 May, 2–3pm (CET)** for an online kick-off session. The full course starts the following week and will run at the same time every Thursday.

*One-time only offer*

**£150/€170**



**8 WEEKS**



**8 HOURS**

