rhetorica® is a toolkit of 21 persuasive writing techniques created by Scott Keyser, CEO and co-founder of Write for Results. After training staff of The Economist for ten years in writing skills, Scott has dissected what the best writers on the planet do and made it accessible to everyone.

The purpose of rhetorica® is to show people how to use language to get the results they want and convince them that writing well is neither a black art nor an innate gift, but a learnable skill.

**Welcome**  
09.15 - 09.30  
- Your top writing issues  
- ‘What would make today a resounding success for you?’

**Plan to succeed**  
09.30 - 11.00  
- The 3-step writing process  
- Planning: why bother?  
- **Exercise:** how to plan  
- Structure for maximum impact  
- Summary: the five elements of planning

**Coffee Break**  
11.00 - 11.15

**Write with power & personality**  
11.15 - 12.30  
- **Exercise:** grab the reader’s attention  
- **Exercise:** turn features into benefits  
- **Quick Quiz:** how to write concisely  
- Vary your register and tone of voice

**Lunch Break**  
12.30 - 13.15

**Short writing exercise**  
13.15 - 14.00  
- In pairs, delegates ‘translate’ paragraph of jargon-filled writing into plain English  
- Group debrief

**Polish your work**  
14.00 - 14.30  
- Editing, checking & proof-reading your writing  
- Scoring your readability (and other people’s)

**Long writing exercise**  
14.30 - 16.30  
- Delegates work on their own document (and take coffee when they want)  
- Buddy review/trainer feedback  
- Group learning round-up

**Learning round-up**  
16.30 - 17.15  
- What you’ve learnt, what you’ll do differently  
- 7 rules for success  
- Workshop evaluation & close