



COMMUNICATION AND WRITING SKILLS | CWS-014

Persuasive Business Writing

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Course content

Why Attend

Business writing often needs to persuade: to win approval, change behaviour or secure agreement. Persuasive writing combines clear structure, evidence and an understanding of the reader.

This Aractech course covers principles of persuasion, audience analysis, structuring arguments, writing business cases and proposals, using evidence and stories, handling objections in writing, tone and calls to action. Participants write persuasive documents for real situations.

Course Methodology

- Writing workshops
- Case examples
- Peer review
- Feedback
- Templates

Course Objectives

- Apply principles of persuasion in writing
- Analyse readers and their motivations
- Structure persuasive arguments
- Use evidence, examples and stories
- Address objections in writing
- Write clear calls to action

Target Audience

- Managers
- Business analysts

Course content

- Consultants
- Marketing professionals

Course outline

Detailed course outline

Day-by-day outline for Persuasive Business Writing.

Day 1 - Persuasion Principles

- 09:00-09:45 | How people decide
- 09:45-10:30 | Credibility
- 10:30-11:00 | Logic and emotion
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Logic and emotion (continued)
- 11:45-12:30 | Reader focus
- 12:30-14:00 | Exercise: Persuasion analysis

Day 2 - Structuring Arguments

- 09:00-09:45 | Problem-solution structures
- 09:45-10:30 | Pyramid principle
- 10:30-11:00 | Executive summaries
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Executive summaries (continued)
- 11:45-12:30 | Flow
- 12:30-14:00 | Workshop: Argument outline

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Day 3 - Evidence and Stories

- 09:00-09:45 | Data as evidence
- 09:45-10:30 | Examples
- 10:30-11:00 | Stories
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Stories (continued)
- 11:45-12:30 | Visuals
- 12:30-14:00 | Exercise: Evidence selection

Day 4 - Objections and Tone

- 09:00-09:45 | Anticipating objections
- 09:45-10:30 | Balanced arguments
- 10:30-11:00 | Tone
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Tone (continued)
- 11:45-12:30 | Language
- 12:30-14:00 | Exercise: Objection handling

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Day 5 - Persuasive Documents

- 09:00-09:54 | Business cases
- 09:54-10:48 | Proposals
- 10:48-11:00 | Emails
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Emails (continued)
- 12:12-13:06 | Calls to action
- 13:06-14:00 | Capstone: Persuasive document

Seminar dates

Available seminar dates

Live dates and pricing for Persuasive Business Writing generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	London	Classroom	€2,315
14 - 18 December 2026	Munich	Classroom	€3,225
18 - 22 January 2027	Dubai	Classroom	€1,845
15 - 19 February 2027	London	Classroom	€2,315
15 - 19 March 2027	Munich	Classroom	€3,225
19 - 23 April 2027	Kuala Lumpur	Classroom	€1,925
17 - 21 May 2027	Amsterdam	Classroom	€2,830
21 - 25 June 2027	London	Classroom	€2,315
19 - 23 July 2027	Munich	Classroom	€3,225
16 - 20 August 2027	Madrid	Classroom	€3,400

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18 - 22 October 2027	Munich	Classroom	€3,225
15 - 19 November 2027	Kuala lumpur	Classroom	€1,925
20 - 24 December 2027	Amsterdam	Classroom	€2,830
9 - 13 November 2026	Online / Live	Online / Live	€1,815
14 - 18 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

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21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
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