



aractech

Global Learning for Operational Leaders

COMMUNICATION AND WRITING SKILLS | CWS-001

The Art of Persuasive Writing: How to Influence and Engage Your Audience

Contact

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Course content

Why Attend

Why Attend?

Persuasive writing is a powerful skill that can help you influence decisions, inspire action, and engage your audience. Whether you're writing marketing copy, proposals, speeches, or social media content, this course will teach you how to craft compelling messages that resonate with your readers. By the end of the course, you'll have the tools to write persuasively and effectively in any context.

Course Methodology

- Lectures : Expert-led sessions on persuasive writing techniques and principles.
- Writing Exercises : Hands-on practice for crafting persuasive content.
- Case Studies : Analysis of successful persuasive writing examples.
- Peer Reviews : Collaborative feedback sessions to refine writing skills.
- Templates and Tools : Access to frameworks and resources for persuasive writing.

Course Objectives

- Understand the psychology of persuasion and how it applies to writing.
- Learn to structure persuasive messages for maximum impact.
- Develop techniques for crafting compelling arguments and calls to action.
- Master the art of storytelling to engage and influence audiences.
- Adapt persuasive writing techniques for different formats and audiences.

Target Audience

- This course is ideal for:
- Marketers and content creators looking to improve their copywriting skills.
- Business professionals writing proposals, reports, or presentations.
- Entrepreneurs crafting pitches for investors or clients.

Course outline

Detailed course outline

Day-by-day outline for The Art of Persuasive Writing: How to Influence and Engage Your Audience.

Day 1 - Foundations of Persuasive Writing

- Introduction to persuasive writing: What makes writing persuasive?
- The psychology of persuasion: Ethos, pathos, and logos.
- Understanding your audience: Needs, values, and pain points.
- The role of tone and voice in persuasive writing.
- Activity: Writing a short persuasive paragraph.

Day 2 - Structuring Persuasive Messages

- The AIDA model: Attention, Interest, Desire, Action.
- Crafting compelling headlines and opening lines.
- Building a logical argument: Evidence, reasoning, and conclusions.
- Using storytelling to make your message memorable.
- Activity: Writing a persuasive email using the AIDA model.

Day 3 - Writing Persuasive Proposals and Pitches

- Structuring a persuasive proposal: Problem, solution, and benefits.
- Writing for different stakeholders: Clients, investors, and decision-makers.
- Using data and visuals to strengthen your argument.
- Crafting a strong call-to-action.
- Activity: Drafting a one-page proposal or pitch.

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Day 4 - Persuasive Writing for Marketing and Social Media

- Writing persuasive ad copy: Clarity, brevity, and impact.
- Crafting engaging social media posts that drive action.
- Using emotional triggers and power words in marketing.
- A/B testing and optimizing persuasive content.
- Activity: Writing a social media post or ad copy.

Day 5 - Advanced Techniques and Real-World Applications

- Overcoming objections and addressing counterarguments.
- Writing for different cultures and global audiences.
- Persuasive writing in speeches and presentations.
- Peer review: Giving and receiving feedback on persuasive writing.
- Course wrap-up: Key takeaways and action plans for continued improvement.
- Additional Notes :

Seminar dates

Available seminar dates

Live dates and pricing for The Art of Persuasive Writing: How to Influence and Engage Your Audience generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	London	Classroom	€2,940
20 - 24 July 2026	Amsterdam	Classroom	€2,975
3 - 7 August 2026	London	Classroom	€2,940
7 - 11 September 2026	Istanbul	Classroom	€1,995
12 - 16 October 2026	Vienna	Classroom	€2,975
9 - 13 November 2026	Barcelona	Classroom	€2,695
14 - 18 December 2026	Paris	Classroom	€3,150

Live online option

Online delivery is available at €1,250.