

Powerful writing correlates directly to success, personal and professional! Choose *Write to Influence!* for clear, dynamic, focused text to gain that critical edge over the competition.

# WRITE TO INFLUENCE!



## What Shall We Discuss?

Below are descriptions of my six popular offerings, which can be customized to meet your audience needs, from a short keynote presentation to a half-day interactive workshop:

### *Write to Influence!* **College Applications -- The Essay that Opens Doors**

- Learn to write powerful, no-nonsense sentences that pack a punch
- 5 Word Sculpting tools to learn the fundamentals of powerful writing
- Strategies to respond to prompts to college essays; receive 25 essay prompts

Don't be intimidated by the college essay. It is an invitation to shine, revealing something that your grades and test scores can't—your personality! The essay gives admission officers a sense of who you are. Equally important, it showcases your writing skills.

### *Write to Influence!* **For Teens ... Land That Job! Writing Resumes and Job Interviews**

- 5 Word Sculpting tools to learn the fundamentals of powerful writing
- Strategies to craft powerful resumes – even for those new to the workforce
- Practice interview techniques based on actual interview questions

Everyone begins somewhere! Demystify the process of interviewing for a job. Start by learning how to write a powerful, attention-grabbing resume. Next, become familiar with standard interview questions. Learn to prepare and deliver spot-on responses!

### *Write to Influence!* – The Fundamentals **Put Your Writing on a Diet – Expunge the Fat to Write Powerful Sentences**

- Learn to write powerful, no-nonsense sentences that pack a punch
- 10 Word Sculpting tools to trim useless words, sequence thoughts, and avoid gibberish
- Gain clarity, focus, and precision to better make your case and influence the reader

Grabbing and keeping the reader's attention begins at the sentence-level – building blocks for an influential product. Powerful sentence followed by powerful sentence is akin to a boxer delivering blows ... right/left ... right/left. If written well, the reader is left figuratively breathless, nodding in agreement with your points. Suited for middle school, high school, and college students.

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## **Powerful Writing – The Lifblood for Successful Organizations Infuse Business Products with Clarity, Focus, Direction, and Purpose**

- Compose reports – crisp, concise, and convincing – devoid of bureaucratic gibberish
- Professional, polished, and effective email ... What a grand idea!
- Write and deliver presentations that are focused and compelling

Time is money – unintelligible writing wastes it and is corrosive to goals of growing a business, managing a large organization, or effectively operating our government. Private business, NGOs, corporations working with the government, and government staff can all benefit from this cut-to-the-case ... write clearly ... presentation.

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## **“Abracadabra” – Words Really *Do* Open Doors ... to Opportunity! Write to Win Grants, Fellowships, Scholarships, Bid Proposals and More**

- Learn to structure and organize your message for maximum impact
- Identify, quantify, and showcase hard-hitting facts to make your case
- 6 strategies to compose products to gain that competitive edge and clinch the deal

Sway the reader to your point of view. Present a case that is well organized, powerful, and compelling. Your ability – or inability – to write often tips the balance between success and failure. Master this skill to open the door when opportunity knocks!

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