

Webinar Writing Skills to Market Training

60 minutes

You love your work in L&D and you're good at it. Now you want your clients to know the value you can add—and they're only going to know if you tell them. That's where marketing comes in.

Effective marketing is vital for your personal and professional success. In this session, you learn techniques that help you advance yourself and your best ideas. When you market your solutions effectively, you gain opportunities to make a lasting difference in the lives of your clients and learners.

Who should attend

This 60-minute session benefits anyone who writes marketing materials to promote learning and development.

You learn to

- Hook your reader up front: two strategies for writing great openings you can use for everything from proposals to blogs
- Transform features into benefits: show your clients how learning objectives translate to real-world outcomes that deliver results
- Be persuasive and compelling: use conversational, reader-centred, concrete language that engages your readers and inspires them to act

What to expect

This interactive, fast-paced session works for professionals with busy schedules. You receive digital materials that help you transfer your learning to the job so you're ready to write your marketing materials right away with confidence and ease.