

## Wilbers' Writing Workshops: Sample Topics

Because I offer programs to a wide variety of audiences – from business writers to technical, managerial, academic, legal, and creative writers – I can address a variety of topics,

from **basic** issues of proofreading, eliminating common errors, using precise language, eliminating wordiness, structuring sentences and paragraphs for emphasis, organizing reports, writing effective three-step messages, creating engaging leads for newsletter articles, and using correspondence to create goodwill and build customer relationships,

to **more sophisticated** persuasive strategies for writing for the Web, using mixed rhetorical appeals (logos, pathos, and ethos) when addressing sympathetic versus hostile audiences, applying the principles of **Rogerian persuasion\*** to manage conflict, using figurative language to make your writing memorable, and offering metaphors and analogies to explain complex legal and technical issues.

My **standard format** is to work in three areas:

1. The **rules** of language (eliminating common errors in word choice, grammar, and punctuation),
2. Revising **techniques** (beginning with 5 techniques and making available another 47 for continued learning over time), and
3. Writing **applications** (the types of writing done by your staff members, from client emails to newsletter articles, website business profiles, credit displays, auditing reports, police reports, policies and procedures, fundraising appeal letters, grant proposals, news releases, performance reviews, etc.).

For a list of sample topics, please see [www.wilbers.com/SampleTopics.htm](http://www.wilbers.com/SampleTopics.htm).

I can also address any of the topics listed on my website at [www.wilbers.com/Contents.htm](http://www.wilbers.com/Contents.htm).

I would be happy to tailor a program to your particular needs and interests and to present it in any format you like, from a one- or two-hour presentation to a series of half-day programs.

**\*For an explanation of this non-oppositional, win-win strategy, google "Rogerian persuasion."**

