

Seminar offer for „goal-oriented writing” by Dirk Käser M.A.

goal:

The seminar presents fundamental knowledge for any written contact with customers. Anywhere where the creation of texts plays a role, we will both formulate correctly and with good style. The company and its own services are their best advantage and the business partner feels addressed in the right way. For the purpose of writing the goal is decisive. On this basis we can choose the proper words. The participants learn efficient methods to write texts, because another goal is not to spend much time. This will lead to writing being a pleasure even.

target group:

managers and staff involved in daily operations with any kind of writing (including e-mails)

number of participants: max. 12

content:

- ✓ the goal of the letter - goal of writing
- ✓ our product - our expertise
- ✓ reader-friendly rules for writing
- ✓ flexible text modules
- ✓ beginning and end of the text
- ✓ informative subject, clever P.S.



Contact me!

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