



Writing Machine
Academy

Structured Writing Method™

Transform the way you write

Training for professional and bid
writers, based on the unique
Structured Writing Method™

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'The *Structured Writing Method* provides a logical structure that enables participants to build from a blank page to a rounded piece of writing following simple steps. The way the course is facilitated encourages curiosity, experimentation and practical application. It is useful for anyone who needs to communicate in writing and made for a challenging yet enjoyable day.'

Lynne Landricombe, Management
Development Consultant at
Principality Building Society





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Welcome to Writing Machine Academy

Our unique Structured Writing Method can improve complex problem solving, teamwork, productivity – and the bottom line.

We train professionals who are writing emails and reports as well as those producing more specialist documents for marketing, pre-sales, bids and tenders.

We teach a unique method which works for every document you're writing. It is a linear process that encourages you to spend most of your time and thought before writing begins. This structured approach ensures that you not only produce documents that are clear and engaging, but which are also fit for purpose.





An overview of the Structured Writing Method™

We developed our Structured Writing Method over thirty years ago, and have been using and refining it ourselves ever since to provide world-class marketing, sales and bid copywriting. This proven real-world expertise lies the heart of the Structured Writing Method.

The method provides a logical, linear process that everyone can follow. It is applicable to every business and to every business document.



Stage 1: Objective Setting

What do you want to achieve? This is a critical consideration because all documents should be created for a known purpose. That's why the *Structured Writing Method* starts with Objective Setting, as this can profoundly affect everything else that happens subsequently – from structure, to message, to tone of voice. It is also the logical place to start when starting most business activities (not just writing) as it forces people to identify where the value in a particular task lies.

Stage 2: Messaging

Having worked out what you want to achieve the next logical question to ask is: what do you want to say? Every business document exists to communicate a certain message. The *Structured Writing Method* provides clear guidance on how to make such messages as clear, concise, compelling and, if appropriate,

competitive as possible. (There is a special version of the course aimed at bid writers which includes focused guidance on messaging for executive summaries and bid questions.)

Stage 3: Structuring

Architects often talk about 'form following function' and the same is true of documents. The next stage of the method, therefore, concentrates on how to create the right structure to appropriately deliver your message to achieve your objective(s). The course harnesses the power of Microsoft Word's Outline View to help writers to rapidly, and more effectively, structure their writing. The bid version of the course augments this with lessons about the particular challenges of structuring executive summaries and complex bid questions. It also shows how to create storyboards to revolutionise the quality and efficiency of the bid process.



Stage 4: Crafting

A key principle of the *Structured Writing Method* is that writing is the very last thing you do. After you've worked out your initial objectives, fine-tuned your messages and created the right structure for your documents, you will become a much more confident writer – and the documents you produce automatically become clearer and more focused. But it is clearly still important to learn how to improve the craft of writing itself. In this last section, the *Structured Writing Method* looks at matters of style such as how to write for skim-readers, how to engage a reader, how to write with clarity and how to write with authority. It also clarifies key areas of grammar and punctuation, and teaches techniques for proofreading.

'The training provided some great insights for the team who were inspired to put the learning straight into action.'

Jodie Yates, Strategic Development
Manager at CBRE Global Workplace
Solutions

CBRE

Why we talk about 'crafting' not 'writing' – and why they are **not** the same thing

When you begin to use the *Structured Writing Method*, writing (actually putting pen to paper or fingers to keyboard), becomes the final stage of a step-by-step process that relies on strategic thought and structured preparation.

For that reason, we use a different name – 'crafting' – to describe the process of producing your text.

It is the fourth and final step of the *Structured Writing Method*, because there is so much more to the writing process than what ends up on the page.

When we talk about 'writing', we're really talking about the combined process of objective setting, messaging, structuring and – only once all of those other things have been considered – 'crafting'.



The transformative power of structured writing

“As technology advances, skills are becoming obsolete faster than ever. But – contrary to conventional wisdom – the greatest value now lies beyond purely technical skills. In fact, the most valuable roles are those that enable machines to pair with skilled, cross-disciplinary thinkers to innovate, create, and deliver services.” ... A recent Burning Glass study found that even data and analytics jobs now require skills such as writing, research, problem-solving, and teamwork.”

Deloitte Global Human Capital Trends report 2018

The case for structured writing training has never been greater

There is a clear and rapid shift in the type of skills that organisations need in order to thrive. Instead of talking about STEM skills (Science, Technology, Engineering and Mathematics), recruiters and L&D departments are increasingly adding the word ‘Arts’ – turning the acronym into ‘STEAM’.

As the 2018 Deloitte report continues: “In this year’s survey, companies list complex problem-solving, cognitive abilities, and social skills as the most needed capabilities for the future. Businesses are clamouring for workers with this blend of skills, not pure technical competency.”

The need for writing training has never been greater. And it is in this context that Writing Machine’s *Structured Writing Method* – which we have been developing for over 30 years to help transform the way people write, collaborate and think – is more relevant than ever.



Change the way you think and work

Over the years, many of our clients have told us the same thing: that the *Structured Writing Method* has an impact that goes far beyond writing. Following this process, they say, can transform not just how you write, but how you think and how you work.

The *Structured Writing Method* is particularly relevant here as it teaches more than just the 'craft' of writing well-written, grammatically correct sentences. By breaking down the intellectual processes needed to write effectively into 'objective setting', 'messaging', 'structuring' and 'crafting', the *Structured Writing Method* can transform the effectiveness of the way you think and work as well as write.

The Structured Writing Method improves ... complex problem solving

Following the *Structured Writing Method*, writing becomes an exercise in finding an effective solution to a recognised problem or challenge. It means developing the skills of understanding your audiences and your objectives and then structuring a written solution designed to fulfil specific needs. Becoming a better writer, in other words, means becoming a better problem solver.

The Structured Writing Method improves ... research

The *Structured Writing Method*, teaches powerful techniques based on Microsoft Word's Outline View that not only enable you to create the structure for new documents, but also enable you to capture, deconstruct and finally reconstruct material from other documents. Research becomes more focused and very much more efficient.

The Structured Writing Method improves ... team-working and collaboration

Writing is not always something that always happens in isolation, but is often the result of people working effectively together to achieve a recognised objective. The *Structured Writing Method* teaches processes, typically involving creating shareable editorial structures and storyboards, that can be transformative when teams are collaborating on documents such as bids, tenders, marketing materials and internal reports.

The Structured Writing Method improves ... writing

Writing is always amongst the most important soft skills that employers and individuals are seeking to develop. In this context it is hardly surprising – yet still worth emphasising – that the *Structured Writing Method* will enable you to become a better communicator in general and better writer in particular. The course provides guidance on matters of style, grammar and punctuation. Documents produced using this method are not only well argued and fit for purpose, but are also extremely well crafted.



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The Structured Writing Method improves ... productivity and time management

The *Structured Writing Method* breaks document creation into a manageable series of tasks that mean that writing – or ‘crafting’ as we call it in the method – becomes the very last thing that you do. That’s why writing in a structured way can reduce the need for revisions and rewrites; it also means that outline structures can be debated and signed off before any crafting has been done. If you are interested in finding ways to make your team more productive and use time more effectively, the *Structured Writing Method* has a lot to offer.

The Structured Writing Method improves ... the bottom line

Some documents impact the bottom line of a business. These include bid and tender documents, sales and marketing materials and pre-sales correspondence. We have helped many bid and sales teams to use our *Structured Writing Method* to write proposals that are inherently more compelling and competitive. The commercial benefits to organisations that are able to improve the writing capabilities of their marketing, sales and bid teams is clear.

‘The training was excellent and covered all the topics I had hoped for. All delegates had a very constructive, informative day, and enjoyed the whole program. I will recommend this course to some European colleagues.’

Terry Hughes, General Manager,
Prudential



PRUDENTIAL



Writing for Professionals

Writing for Professionals is designed for anybody who recognises that writing in English is a part of their professional life. It teaches a proven method that will make your documents clearer, more concise, effectively structured and far more professional.

Writing is an important part of most professional lives. Being able to communicate a message clearly and concisely is an incredibly important skill – whether that's when writing reports, emails, marketing documents or pre-sales materials. Poor writing, meanwhile, can lead to frustration, miscommunication, and a loss of reputation and sales.

This course teaches Writing Machine's unique *Structured Writing Method*, based on the tried-and-tested specialist techniques used by our agency to provide writing services to companies such as Alcatel-Lucent, BAE Systems, BT Global Services, Carter Jonas, Experian, HP, Kapsch CarrierCom, QinetiQ, Siemens, SITA and TomTom.

What will you learn?

The outcomes of the training include a significant improvement to both the professionalism of your documents and how efficiently you produce them.

On completion of this course, you will be able to:

- **Implement an effective writing process**
to make your writing more efficient, leading to better quality documents
- **Clarify objectives and messages**
before writing, leading to clearer and more focussed writing
- **Plan and structure documents effectively**
to create a logical flow and, again, to speed up the writing process
- **Use clear and concise language**
to get your point across
- **Improve the quality of your writing style**
to make your documents grammatically correct, appear more professional, more authoritative and easier to skim-read
- **Proofread your writing**
to ensure your documents are free of mistakes



Writing for Professionals: Course structure

Ideal for pre-sales, marketing and general professionals, *Writing for Professionals* is based on our unique *Structured Writing Method*. It includes seven hours of virtual classroom sessions plus access to our second-generation eLearning. The open course is delivered over two half-day sessions. Team courses can, of course, be adapted to suit your needs.

These are the lessons that are covered by the blended virtual classroom course. The emphasis of the virtual classroom sessions is typically adapted to suit the needs of the group.

Session 1 (3½ hours)

- An introduction to the *Structured Writing Method*
- Objective setting
- Messaging
- Structuring

Consolidation of learning and 'Thinking Ahead'

There is a gap (typically of about a week) between each session. As each session responds to the group's needs, you will be asked to use the eLearning to consolidate your learning and complete any material introduced in the first virtual classroom session. You will also be given eLearning tasks to 'think ahead' towards the second session which is dedicated to crafting.

Session 2 (3½ hours)

- Writing for skim-readers
- Engaging your readers
- Writing with clarity
- Writing with authority
- Grammar and punctuation
- Proofreading

In addition, you get **three months** access to the *Structured Writing Method* eLearning materials.

'The team has absorbed many valuable skills and techniques for creating and communicating clear and concise messages in their writing with greater confidence. The interactive eLearning format is great. It lets each participant proceed at their own pace and the ability to re-visit course modules over weeks and months is a useful tool for reinforcing and refreshing the learning experience.'

Special Advisor, Indra Navia AS



indra



Writing for Bids

Writing Machine's unique Writing for Bids enables individuals and teams to write clearer, more compelling, more professional and far more competitive bid and pitch documents.

When competing for large contracts, it's sometimes not enough to have a technically excellent, credible and cost-competitive solution. Very often, organisations lose tenders simply because they are unable to articulate a clear, compelling and competitive proposition when writing commercially significant bid and pitch documents.

Writing, then, is a critical part of any sales proposal, RFP or pitch. Well crafted writing can, quite simply, improve an organisation's win rate. With the right specialised training, companies can make significant improvements to the bottom line simply by improving the quality of their writing and the efficiency of their writing processes.

Created by the writers at Writing Machine Agency, the course teaches the *Structured Writing Method*, based on tried-and-tested specialist techniques used to provide bid writing services to companies such as BAE Systems, HP, Fujitsu, Logica, Mott MacDonald, SITA, Thales, and QinetiQ.

What will you learn?

You will be taught a variety of techniques and processes to follow in order to write bid documents that are clearer, more concise, compelling and competitive. By teaching an effective and unique writing process, the course will help you and your team become much more productive.

On completion of this course, you will be able to:

- **Implement an effective writing process**
making bid creation more efficient, and leading to better quality tender documents
- **Identify key messages from existing source material**
to speed up the transition from subject matter to sales bid
- **Formulate sophisticated, highly competitive messages**
whether for executive summaries or for answering complex bid questions
- **Effectively plan and structure lengthy bid and pitch documents**
using structured writing techniques and Microsoft Word's Outline View functionality to ease the stress of managing document creation
- **Rapidly structure executive summaries**
using the messaging created earlier and Microsoft Word's Outline View
- **Successfully answer complex bid questions**
to optimise scoring
- **Use storyboards to improve writing efficiency**
by enabling editorial ideas to be captured, negotiated and agreed before writing starts
- **Use writing embellishments effectively**
to make the writing clearer, more concise and compelling
- **Improve the quality of writing across the tender document**
to make bids and pitches more professional in appearance and easier to skim-read
- **Proofread your writing**
to ensure your bid documents are free from typos, grammar and punctuation mistakes



Writing for Bids: Course structure

Ideal for those who work on critical, 'must-win' tender documents, *Writing for Bids* is based on our unique *Structured Writing Method for Bids*. It includes seven hours of virtual classroom sessions plus access to our second-generation eLearning. The open course is delivered over two half-day sessions. Team courses can, of course, be adapted to suit your needs.

These are the modules that will be covered by the blended virtual classroom course. The emphasis of the virtual classroom sessions is typically adapted to suit the needs of the group.

Session 1 (3½ hours)

- An introduction to the *Structured Writing Method*
- Objective setting and bid requirements analysis
- Advanced messaging for bids
- Messaging for executive summaries
- Messaging for complex bid questions
- Structuring with Outline View
- Structuring for executive summaries
- Structuring for complex bid questions
- Better teamwork with storyboarding

Consolidation of learning and 'Thinking Ahead'

There is a gap (typically of about a week) between each session. As each session responds to the group's needs you will be asked to use the eLearning to consolidate your learning and complete material introduced in the first virtual classroom session. You will also be given eLearning tasks to 'think ahead' towards the second session which is dedicated to crafting.

Session 2 (3½ hours)

- Writing for skim-readers
- Engaging your readers
- Writing with clarity
- Writing with authority
- Grammar and punctuation
- Proofreading

In addition, you get **three months** access to the advanced *Structured Writing Method for bids* eLearning materials.

'The *Structured Writing Method* course was spot on. People left the training with real skills and techniques that they could implement immediately, on a day-to-day basis. I'm very confident that our writers now have the foundation they need to produce clearer, punchier documents.'

Andy Sampson, former Senior Bid Manager, NATS

NATS



How we teach the Structured Writing Method

Virtual of physical classrooms; open courses or customised for your team; blended or eLearning-only... it's your choice.

Virtual blended classroom delivery

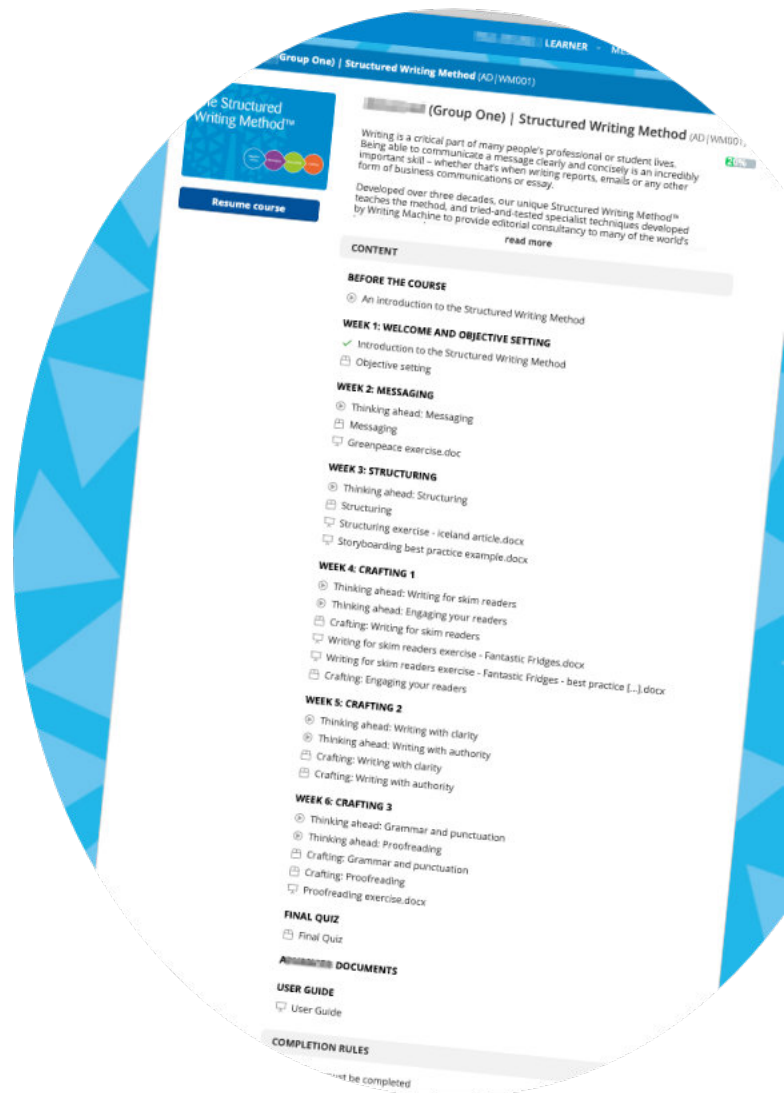
Writing Machine's blended virtual training model is an excellent alternative to face-to-face writing training.

It has been developed to include the very best learning benefits of virtual learning including spacing; priming; active learning; and consolidation of learning.

As open courses, we deliver *Writing for Professionals* and *Writing for Bids* over two half-day sessions. If you acquire this training for your team, however, we can adapt the delivery to meet your exact requirements. Some clients, for example, choose to have a single hour-long session once a week for seven weeks.

By default, the courses include seven hours of virtual classroom tuition from one of our highly experienced consultant writers.

In addition, whether you join an open course or attend sessions that have been tailored for your company, you will have access to a bespoke portal where our eLearning content – now in its second generation – is available. You will have access to this portal for three months.





The benefits of our blended virtual classroom model



Spacing

There are some important benefits associated with learning over a period of time. This will give you opportunity to take on board the content, and to start putting it into practice between virtual classroom lessons.



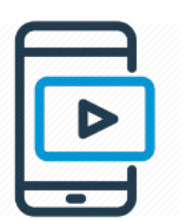
Priming

Our virtual blended classroom course features 'Thinking Ahead' insight videos from our eLearning to prepare you for active learning. Priming such as this has been shown to significantly increase knowledge retention.



Active learning

Our virtual classroom sessions feature breakout sessions, activities and class discussion to ensure that you are not sitting passively, but are genuinely engaging with the material.



Consolidation

Following the virtual classroom sessions, you will consolidate the learning in your own time by completing corresponding eLearning lessons. An Apple IOS or Android app means that you can go through this material on a smartphone or tablet as well as a laptop or desktop computer.



Open courses

We regularly hold open courses. Please contact us for further information or to register your interest. For more information and dates please click here:

<https://writingmachine.com/opencourses/>.

Training for teams

Like the method itself, the process of team training starts with a period of objective setting. One of our consultant writers will spend time with you to fully understand the nature of your writing challenge. We will then provide a customised solution to exactly meet the needs of your team and the documents that they are writing.

If you are interested in training your team, please get in touch directly to discuss the significant discounts that are available for team training.

We adapt the *Structured Writing Method* to train many different types of writing teams:

- **Pre-sales teams**

We draw on our extensive experience of providing professional pre-sales solutions to some of the world's largest companies. If relevant, this can include specific training based on our experience of writing for challenger sales and or power selling techniques.

- **Junior/mid/senior management**

Writing ability is a critical management skill, and yet research shows that it is also one of the hardest to find when recruiting.

- **Teams of people who are preparing documents for the Board**

Board members are busy people and they are, rightly, demanding people as well. Documents written for the Board need to get to the point extremely quickly and enable rapid decision making. This creates particular challenges of style, structure, appropriate length, and content.

- **Marketing teams**

When we train teams of people who are writing marketing documents we draw on over three decades of first-hand experience. In fact that *Structured Writing Method* was originally created to ensure that marketing documents communicate the appropriate competitive messages in the appropriate structure and style.

- **Technical authors and subject matter experts**

Complex engineering and IT solutions frequently depend on excellent customer communications in order to succeed. From emails to technical reports or product/solution documentation, writing training can be a powerful way to improve customer satisfaction.



Mentoring

For a totally customised approach, one-to-one mentoring is available with our senior consultant writers. Using Microsoft Teams/Skype we work with individuals working on key documents. Although every case is different, we typically organise these engagements around the *Structured Writing Method* as follows:

1. Discussing the document from a strategic point of view (30 mins)

How should the document be tackled? What is the order of work? How much time is appropriate? This session ensures that you get off on the right foot. You will be asked to create an initial storyboard for discussion in the next session.

2. Looking at the storyboard (30 mins)

The storyboard is a document that represents the key, up-front thinking of objective setting, messaging and structuring. During this session we have a critical discussion about your storyboard from all these perspectives. We also provide feedback on how well the storyboard process itself has been followed so you can experience best practice first-hand. After this session you will be asked to create the first draft.

3. First draft (30 mins)

Looking at the first draft is typically the time to look at matters of 'crafting': writing for skim-readers, active/passive sentence construction, linking paragraphs, writing for clarity, writing with authority, etc. It would be normal that we would want to see a second draft.

4. Second draft (30 mins)

Obviously every case is different, but the second draft will be getting close to the final draft. Final feedback will show you how far you have developed and provide pointers and tips to perfect your practice and to follow in future documents.

'Writing Machine has been working with us over a few months to come up with a tailored training that needed to meet our requirements to help develop our Service Portfolio. Their experience and industry knowledge is key to supporting us in developing our writing skills and ensuring the right messages are being communicated to our business and external customers. They provided insightful methods and tools to help our teams develop their techniques which we were able to put immediately into practice.'

Raj Vaja, Senior Service Designer at
SITA

SITA



eLearning

There are two versions of our second generation eLearning: the Structured Writing Method and the Structured Writing Method for Bids.

eLearning plays a key role in our blended delivery of both our standard blended courses, *Writing for Professionals* and *Writing for Bids*. The two versions of our eLearning are also available on their own to individuals, teams and – under site licence – to entire companies.





Structured Writing Method eLearning lessons

The Structured Writing Method eLearning is either available as eLearning only, or as part of a blended delivery with classroom or virtual classroom courses.

- **Objective setting**
The first element of the *Structured Writing Method* is objective setting. What are you trying to communicate? Who are you writing for? What do you want them to do when they have finished reading? This lesson includes exercises to get you thinking clearly about what communications objectives are and how to create them.
- **Messaging**
This session reminds you that putting words on the page should be the very last thing you do. Long before this, you should think about who you're writing for and what message you want to communicate to them. This lesson gives you a task to communicate a particular message to a number of individuals, and encourages you to think about your audience, your objectives and to combine these thoughts to create messages. Marketing and pre-sales messages, for example, are characterised as being necessarily competitive.
- **Structuring**
This lesson teaches the theory and benefits of structured writing techniques, especially when working with objectives and messages. It includes teaching Microsoft Word's Outline View facility – a tool which has the power to transform the way you approach writing a document. For report writers, it also greatly improves productivity at the research stage.
- **Crafting: writing for skim-readers**
This lesson teaches you how to write in a way that ensures your readers pick up on your key messages, even if they only skim-read your document. It looks at how to communicate a message using non-cryptic headings and the use of writing devices such as bullets, boxes and bold text.
- **Crafting: engaging your readers**
How are you going to hold your reader's interest if your text is uninspiring and dull? To address this issue, this lesson covers techniques such as turning facts into benefits, using more verbs and fewer nouns and using active rather than passive sentence constructions.
- **Crafting: writing clearly and concisely**
This lesson teaches you how to use shorter and more simple sentences, how to use jargon phrases appropriately and the critical use of Microsoft Word's 'readability statistics' functionality to help improve clarity.
- **Crafting: writing with authority**
Writing with authority is important for internal documents; even emails. It is particularly important for external-facing documents, especially those offering consultative advice.
- **Crafting: grammar and punctuation**
This lesson explores the importance of grammar and punctuation and looks at several key areas of difficulty and confusion including: commas; colons and semicolons; hyphens, en dashes and em dashes; apostrophes; acronyms; 'affect' or 'effect'; 's' or 'c'; and how and when to break the rules of grammar.
- **Crafting: proofreading**
One of the key challenges when proofreading is the sheer number of potential errors that must be identified. It makes sense, therefore, to break the job into a series of consecutive steps, each designed to focus on a different aspect. This lesson teaches a five-step process for proofreading to ensure that writing is free of mistakes.



Structured Writing Method for Bids eLearning lessons

The Structured Writing Method for Bids eLearning is either available as eLearning only, or as part of a blended delivery with classroom or virtual classroom courses.

- **Objective setting: bid requirements analysis**

In this lesson, you discover how to analyse the requirements of a bid to work out exactly what your prospect is asking, how you can best fulfil those requirements and – crucially – whether your organisation should be submitting a bid at all.

- **Messaging: executive summaries**

This lesson teaches a tried-and-trusted messaging method for creating clear, compelling and competitive messages. These will form the key elements used when structuring an executive summary in a later lesson.

- **Messaging: for bid questions**

If your job is to answer one or more questions in a tender document, it is important to know how to create messages that are clear, concise, competitive and compelling. This lesson shows you how.

- **Structuring: Outline View**

In this lesson, you will learn how to use Microsoft Word's extremely powerful Outline View tool to help you rapidly and more effectively structure your writing.

- **Structuring: executive summaries**

Not all RFPs allow you to write an executive summary. But if you are given that option, then it is a great opportunity to communicate your competitive position. This lesson

provides clear guidelines on how best to structure your executive summary.

It shows how the structure should communicate your competitive messages and discusses where and how the other elements of your executive summary should be included.

- **Structuring: answering complex bid questions**

Failing to answer the question properly is, sadly, one of the worst crimes committed in bid responses. In this lesson you will learn how to break down a question into its key components to make sure you answer it fully. We also explore the importance of assigning appropriate word counts to different aspects of your answer.

- **Structuring: answering complex questions with storyboards**

Structuring is also key to creating a plan (or storyboard) for a bid answer. You can then show this to the final review team at an early stage – before you write – enabling you to often cut out hours of unnecessary revision time. This lesson will show you how to create a storyboard, and use it to get your bid answers approved internally before you craft your writing.

- **Crafting: writing for skim-readers**

Just like web readers, procurement people tend to skim-read bid documents – looking for things they can score. In this lesson, we will look at a variety of useful techniques that will enable you to create bid documents that can be skim-read by your prospects. You will see how you can use devices such as headings, bullets, boxes and bold text to make your documents simple and manageable to navigate and read.

- **Crafting: engage your readers**

This lesson asks: 'How are you going to hold your reader's interest if your text is uninspiring and dull?'. You'll learn how to engage your readers by turning facts into benefits, and by writing lively, direct sentences.

- **Crafting: writing with clarity**

It is important that your bid documents convey your proposition as clearly as possible. This lesson shows you how to cut jargon from your bids, and how to use words and sentences that are as short and simple as possible.

- **Crafting: writing with authority**

Writing with authority is important for internal documents. But it can also be critical for external facing documents offering consultative advice. This lesson looks at the particular



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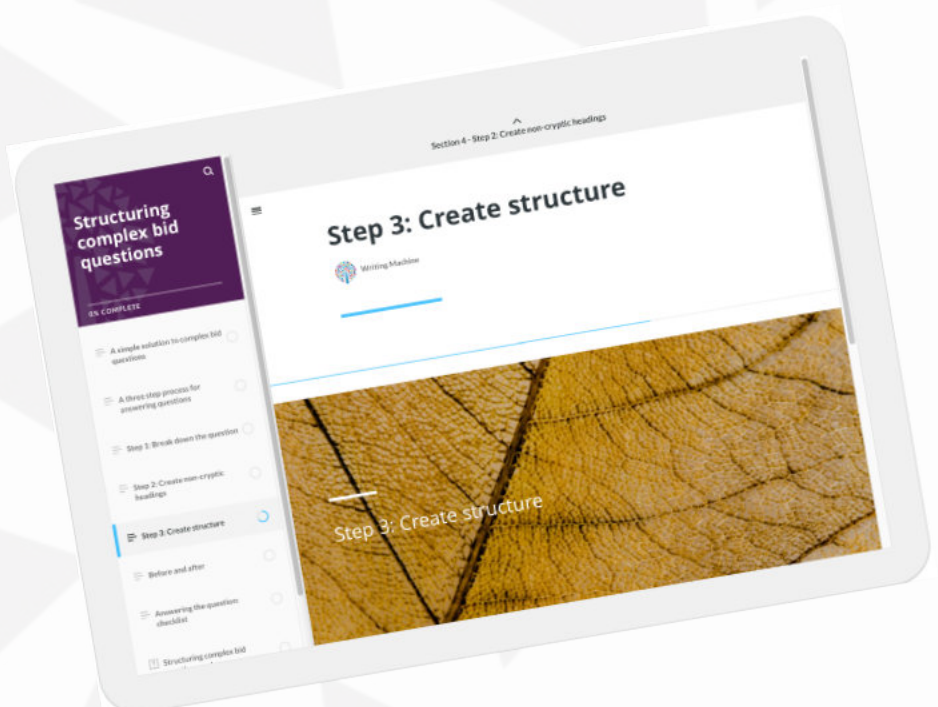
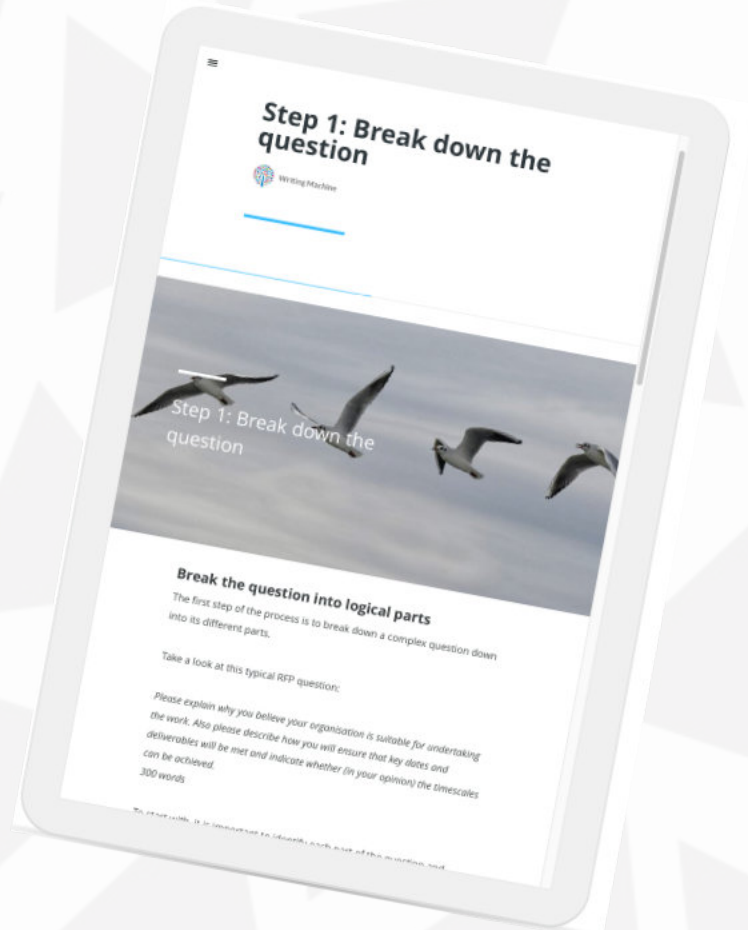
challenges of such documents and will give you guidance on authoritative structure and language. In addition, it will give advice on when to provide legal caveats, and how best to incorporate them.

- **Crafting: grammar and punctuation**

Poor grammar and punctuation create the effect of an unprofessional organisation. This lesson clears up a number of common grammatical queries, and shows you the correct way to use punctuation marks such as colons, semi-colons and apostrophes.

- **Crafting: proofreading**

As you can imagine, a few silly mistakes in a bid document can undo all the hard work that you've put into it. So finally, and appropriately perhaps, the *Structured Writing Method* finishes with a lesson about proofreading, in which you will learn our top 10 tips to help you improve the accuracy of your writing.





Training you can trust

The Structured Writing Method was first created and refined over 30 years ago in order to train in-house writers. Since then, we have written for, and delivered writing training courses, to clients in the UK and around the world, in sectors ranging from technology, engineering and aerospace, to retail, health & safety, education, event management, food services, leisure and professional services. Here are just a few of them.

- ABB
- Adelphi
- Advanced
- AGCO
- All3Media
- Allianz
- AXA
- BCD Travel
- Bidvest Food Services
- CBRE
- Cegedim Rx
- Circle Housing
- CitySprint
- Civica
- Cofunds
- Critical Software
- DAS
- David Phillips
- Deloitte
- DLA Piper
- Electrolux
- Epson
- EY
- Flight Centre
- G4S
- Grant Thornton
- Hays Brand Recruitment
- Hill + Knowlton Strategies
- Hikvision
- HP
- Imago Tech Media
- Indra Navia AS
- Interserve
- Intersystems
- ITV
- KCOM
- Kent County Council
- Knight Frank
- Lloyds Banking Group
- M&G Investments
- Midlands Co-operative Society
- Millipore
- Mitchells & Butlers
- Mott MacDonald
- National Car Rental
- NATS
- NCP
- Norland
- Olive Group
- OpenText
- Panasonic
- Premex
- Principality Building Society
- Prudential
- Qinetiq
- Red Funnel
- SAB Miller
- Southport College
- SITA
- TalkTalk
- Technology
- Telsta
- Thales
- THSP Risk Management
- TM Forum
- UK Trade & Investment
- Wesleyan
- Willis Towers Watson



Writing Machine
Agency
Structured Writing Method™



Writing Machine
Academy
Structured Writing Method™

What our clients say



'I'm sure that the course will help me produce better quality, more engaging documents and challenge the status quo around content headings.'

HP delegate



'My writing will totally change.'

Deloitte delegate

'I will use the structuring every day.'

Advanced delegate



'I feel much more confident when starting to write now – I won't dread it like I used to!'

Mitchells & Butler delegate



ADELPHI GROUP

'It will make me question everything I write... is it necessary? Is it clear?'

Adelphi delegate



Electrolux

'I feel more confident with my writing and starting with a blank page.'

Electrolux delegate

'I have a clearer idea how to adapt sentences to ensure the messaging is clear.'

AXA delegate



'I will think more about structure and headings to bring out key messages and themes.'

Deloitte delegate



'This course will improve my writing greatly and give me confidence in the future.'

Brand Recruitment delegate



'I would strongly recommend this course for new joiners.'

DLA Piper delegate

'[The Structured Writing Method] will help me improve the way I structure my documents, which will also improve my efficiency and the time spent working on them.'

Critical Software delegate



'The course made me aware of how easy it is to make mistakes.'

EY delegate



'I think the course will help my communications to be clearer and more succinct.'

Lloyds Banking Group delegate



'[I would recommend this course for ...] anyone who writes.'

Principality Building Society delegate



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Transform the way you write

Every company's writing training needs are different.

For more information or to discuss your challenges in more detail, get in touch and let's start a conversation about the right approach for you.

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