Get It Write!
How to Communicate Consistently and Effectively With All Your Business Audiences
(Full Day Writing Workshop)

If you’re like most marketers, you’re constantly shifting between four “voices” when it comes to your business communications. The Executive Suite wants the formality of “good corporate communications.” Your B2B audiences prefer a more casual style that’s focused on price, metrics and deliverables. Your B2C messaging comes from your own creative team or a half-dozen outside agencies, while your social, digital and mobile platforms demand a shorthand that challenges everyone with its emojis, memes, icons, abbreviations and visuals.

How do you satisfy all your different customers? By engaging them. How do you engage them? By talking to them in their own language. So the key question becomes: How do you talk to them without sounding phony and in a way that wins fans while continuing to win the approval of your senior management?

We’ll address it all. From classic corporate communications to the newspeak to PowerPoint presentations to ways you can move your business forward without alienating your existing customers or your management team. We’ll take what you already know and give you additional tools to stay in tune with your customers and markets.

Who Is This Workshop For?
As the new rules of messaging continue to evolve, everyone in your marketing group—from the actual writers to your marketers, strategists and senior management—need to understand how customers are engaging with brands and communicating about them. Equally important, everyone needs to learn the new rules of speaking to your customers.

Workshop Benefits
Increase marketing effectiveness by:
- Being able to communicate with customers in their voice
- Putting customer benefits in the front of your message
- Getting more engagement with your brand across all platforms
- Having a clear understanding of the ways marketing communication is changing
- Reducing inconsistencies in brand messaging
- Making your corporate communications more “human”

Improve marketing efficiency by:
- Better response to eMail messaging and social media platforms
- Receiving positive feedback in the digi-sphere
- Leveraging messaging through re-tweets, re-posts and social media buzz

Improve employee alignment and collaboration by:
- Showing all team members how to communicate in the same voice
- Reduce the number of rewrites, revisions and spontaneous “strategy discussions”
- Getting marketers and creatives aligned towards the same objectives
- Having tools to win management approval of messaging in fewer rewrites
# Get It Write!
How to Communicate Consistently and Effectively With All Your Business Audiences
(Full Day Workshop)

<table>
<thead>
<tr>
<th>#</th>
<th>Module</th>
<th>Time</th>
<th>Learning Experience Summary</th>
</tr>
</thead>
</table>
| 1  | Setting the Stage              | :30M  | • Welcome and expectations  
  • Summary of ANA Member benefits  
  • Agenda and workshop objectives  
  **Exercise:**  
  • Identify participant goals/issues during Post-It introductions.  
  **Exercise:**  
  • Identify key writing characteristics of “well written” customer communications for B2C, B2B and Social Media campaigns  
  **Exercise:**  
  • Determine goals for a single voice |
| 2  | What is Good Writing?          | :30M  | • Why we all hate to write.  
  • Everything you learned was wrong.  
  • Grammar is important—but the rules are changing.  
  • What are the bad habits that have to be unlearned?  
  • Why it’s so easy to unlearn bad habits  
  **Exercise:**  
  • Read & Rank “identical” paragraphs for best written.  
  • Compare results and discuss variations  
  • Choose “Best Written,” “Worst Written,” “Company Written” |
  • Moving customers, vendors and stakeholders to the center of the conversation  
  **Exercise:**  
  Features / Advantages / Benefits – actual examples from attendees. |
| 4  | Examples of Distinct Corporate Voices | :25M  | • Specific examples of companies and organizations (B2C and B2B) that have made a commitment to a distinctive voice.  
  • Strategies for moving your company to a single voice |
|    | Break                          | :15M  | Getting work approved is as challenging as the actual writing  
  • Running the gauntlet of the “N” Structure  
  • Role of the Creative Brief  
  • Understand the dynamics of a good brief  
  • Platforms are in service of the objective (not the other |
<table>
<thead>
<tr>
<th>#</th>
<th>Module</th>
<th>Time</th>
<th>Learning Experience Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Requirements</td>
<td>20M</td>
<td>Major points to review.</td>
</tr>
<tr>
<td>5</td>
<td>Kick Off</td>
<td>10M</td>
<td>Introduce the workshop.</td>
</tr>
<tr>
<td>6</td>
<td>General Writing Tips</td>
<td>25M</td>
<td>“Best practices” for clear, clean marketing writing in any medium. Techniques that can be applied immediately. All skill levels and all media.</td>
</tr>
<tr>
<td>7</td>
<td>Digital Writing Tips</td>
<td>15M</td>
<td>Ten tips that will improve your eMail, texting, Tweeting and other digital communications.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Participants work in teams of both “business” and “consumer” writers to help each other develop a common voice.</td>
</tr>
<tr>
<td>9</td>
<td>5 Good Habits of Managing</td>
<td>10M</td>
<td>Summary of five “best practices” habits that participants can start using immediately to improve both their writing and their writing communications.</td>
</tr>
<tr>
<td></td>
<td>Writing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>The Language Revolution</td>
<td>20M</td>
<td>Moving to “Post Modern” English. Getting into the conversation. Recognizing the transition. Addressing the gap between customer voices and internal corporate approvals.</td>
</tr>
<tr>
<td>11</td>
<td>OPEN</td>
<td>20M</td>
<td>Exercise: Based on workshop goals stated by participants in Section One, over lunch your instructor will develop and insert an attendee-specific section and exercise to match goals.</td>
</tr>
<tr>
<td>#</td>
<td>Module</td>
<td>Time</td>
<td>Learning Experience Summary</td>
</tr>
<tr>
<td>----</td>
<td>---------------------------------------------</td>
<td>------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 12 | Finding Your Voice                          | :50M | - Retooling your writing for any voice you need  
- Application of NLP (Neuro Linguistic Programming)  
- Brain plasticity  
**Exercise:**  
Copy sample paragraphs and write descriptions of story per example.  
- Compare results of writing exercise  
- Identify “voice,” “tone” and “manner” |
| 13 | Writing for the New Media: Social Media Writing | :20M | - Keep it short, simple and meme-ingful  
- Move to the visual platforms |
| 14 | Engaging in the Conversation                | :20M | - Don’t intrude—engage  
- Move the customer to the center of the conversation  
**Exercise:**  
- Use existing company social media to engage target audience |
|    | Break                                       | :15M | |
| 15 | The “Rules” of Writing (and why they matter.) | 45M  | - Understanding the rules of grammar  
- The 10 most common grammatical errors  
- Why Spell Check isn’t good enough  
- Knowing when it’s okay to break the rules  
**Recommendations:**  
- Eats, Shoots & Leaves  
- The Art of Readable Writing  
- The Elements of Style  
- Any 4th Grade Grammar Book  
**Exercise:**  
Evaluating and editing for readability and correct grammar. |
| 16 | Final Exam Tweet Your Way to Fame & Glory    | :20M |  
**Exercise:**  
- Team competition. Work with your group to develop specific Twitter messages. Group judging and prizes awarded. |
| 17 | Summary & Review                            | :20M | - One or more key takeaways  
- Shared learnings for the group  
- What will you do differently tomorrow? |
| 18 | Closing                                     | :15M | - Workshop summary  
- Paper survey provided by ANA |