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kenttrainers

The Jumping Boy's Top Tips for October

Course coming up at Chilston Park, Lenham.

- [Tough Conversations](#) - 5th October
- [Reception Skills, the face of your organisation](#) - 12th October
- [Writing it Right](#) - 12th October
- [Report Writing](#) - 17th October
- [Negotiating, Influencing and Persuading Skills](#) - 17th October
- [Conflict Resolution](#) - 19th October
- [Problem Solving and Decision Making](#) - 19th October
- [Train the Trainer](#) - 24th & 25th October
- [Managing Stress](#) - 25th October
- [Project Management](#) - 25th & 26th October
- [Handling Difficult Service Users](#) - 26th October
- [Coaching and Mentoring](#) - 27th October

Would you like to be our 2017 Charity of the Year?

Are you a registered charity? If you are selected as our Charity of the Year you will receive up to 10 delegate days of training during 2017 on the Kent Trainers scheduled short course programme with a value of up to £4,000. Just tell us in 300 words how you believe the training will benefit your chaity. More details can be found [here](#).

Secrets of Compelling, Persuasive Writing

Most business people have to write persuasive reports from time to time. Often, their reports look for support for recommendations - even funding or other commitments. The stakes can be high and many of us lack the practice to write easily and well.

Fear not, help is at hand. Professional writers have a range of simple tips for writing powerful and compelling material quickly and easily. Here are a few.

1. Decide what question you want to answer

If you plant a question in your reader's mind, then you create a reason for them to read on. When you answer it, they will automatically be satisfied.

2. Break your answer into chunks

Three to five reasons, steps or parts will make your answer easy to digest. Support each with evidence or instructions - three to five pieces. Arrange your chunks in a logical sequence.

3. Start your report with a simple statement

Writers often state something their readers know to gain rapport and demonstrate relevance or they start with a question or a surprising assertion to create curiosity and attention.

4. Follow your opening by raising your question

You already know the answer you want to give so make sure that your readers ask the right question.

5. Keep your language simple

Long words may make you feel clever but they get in the way of your reader "getting your message". Use language that an eight year old could understand to keep your writing crystal clear.

Find out more on our [Writing it Right](#) course on 12th October and our [Report Writing](#) course on 17th October.

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Find out more about our full training programme at www.kenttrainers.co.uk, or call our office on 01732 808185.

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