

# Writing Compelling Blog Posts

*A half day workshop for up to 10 people*

Blogs are a concise and engaging way to communicate ideas and values, but how do you go about writing a good one, and then another and another? This short course will help you to develop a clear style and strategy for writing blogs as part of your professional role.

## What you will learn

- How to pin down your purpose and develop a strategy to achieve it
- An understanding of what makes a good post for your audience
- How to generate ideas for posts
- How to clarify whose voice you are using (yours or your organisation's)
- The essentials of developing a writing routine
- How to manage comment and discussions

## Extra support

The trainer can read blog posts, drafts or ideas from participants beforehand and tailor the training to meet specific needs. Coaching support after the course can be arranged.

## Who should attend

Anyone who is writing or would like to write a blog as part of their role at work.

## Our trainer

Caroline Oubridge believes strongly in straightforward communication. She spent three years making community programmes for BBC local radio before working in press and communications for national charities for over 15 years. Caroline also has an MA in Information and Library Studies. She always delivers training that is informative, enjoyable and practical.

*If you want to talk about any of our work and how we might be able to support you, please get in touch by email or give us a call. There is more information about what we do at*

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