

The Art of Persuasive Writing: How to Influence and Engage Your Audience

Course code: CWS-001



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

Persuasive writing is a powerful skill that can help you influence decisions, inspire action, and engage your audience. Whether you're writing marketing copy, proposals, speeches, or social media content, this course will teach you how to craft compelling messages that resonate with your readers. By the end of the course, you'll have the tools to write persuasively and effectively in any context.

Why Attend

This course is highly interactive and practical, featuring:

-

Who Should Attend

Marketers and content creators looking to improve their copywriting skills.

Business professionals writing proposals, reports, or presentations.

Entrepreneurs crafting pitches for investors or clients.

Writers and bloggers aiming to engage and

— Learning Objectives

- Understand the psychology of persuasion and how it applies to writing.
- Learn to structure persuasive messages for maximum impact.
- Develop techniques for crafting compelling arguments and calls to action.
- Master the art of storytelling to engage and influence audiences.
- Adapt persuasive writing techniques for different formats and audiences.

Course Outline

**DAY
1**

Foundations of Persuasive Writing

- Introduction to persuasive writing: What makes writing persuasive?
- The psychology of persuasion: Ethos, pathos, and logos.
- Understanding your audience: Needs, values, and pain points.
- The role of tone and voice in persuasive writing.
- Activity: Writing a short persuasive paragraph.

**DAY
2**

Structuring Persuasive Messages

- The AIDA model: Attention, Interest, Desire, Action.
- Crafting compelling headlines and opening lines.
- Building a logical argument: Evidence, reasoning, and conclusions.
- Using storytelling to make your message memorable.
- Activity: Writing a persuasive email using the AIDA model.

**DAY
3**

Writing Persuasive Proposals and Pitches

- Structuring a persuasive proposal: Problem, solution, and benefits.
- Writing for different stakeholders: Clients, investors, and decision-makers.
- Using data and visuals to strengthen your argument.
- Crafting a strong call-to-action.
- Activity: Drafting a one-page proposal or pitch.

**DAY
4**

Persuasive Writing for Marketing and Social Media

- Writing persuasive ad copy: Clarity, brevity, and impact.
- Crafting engaging social media posts that drive action.
- Using emotional triggers and power words in marketing.
- A/B testing and optimizing persuasive content.
- Activity: Writing a social media post or ad copy.

**DAY
5**

Advanced Techniques and Real-World Applications

- Overcoming objections and addressing counterarguments.
- Writing for different cultures and global audiences.
- Persuasive writing in speeches and presentations.
- Peer review: Giving and receiving feedback on persuasive writing.

- Course wrap-up: Key takeaways and action plans for continued improvement.

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Vienna - Austria	€2,125
9 - 13 November 2026	Barcelona - Spain	€1,925
14 - 18 December 2026	Paris - France	€2,250
18 - 22 January 2027	London - United Kingdom	€2,100
15 - 19 February 2027	Amsterdam - Netherlands	€2,125
15 - 19 March 2027	London - United Kingdom	€2,100
19 - 23 April 2027	Istanbul - Türkiye	€1,425
17 - 21 May 2027	Vienna - Austria	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.