

PHILIP VASSALLO, Ed.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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Persuasive Writing

Audience	Managers and administrators who want to write position papers, proposals, and other persuasive documents for management review and approval
Duration	Two days
Description	This intensive program relies on individual and collaborative exercises and group discussion designed to guide participants through the persuasive writing process. Working on a self-selected issue, participants will successfully plan, create, and polish persuasive messages that influence their readers to act on their ideas.
Scope	<ul style="list-style-type: none">• Discover the elements of powerful argumentative writing• Use the successful persuasive writing process• Tailor messages to target points of influence• Learn principles to practice and flaws to avoid when writing persuasively• Polish a persuasive document with high-impact language• Receive individual, confidential feedback of writing strengths and challenges
Format	This course can be delivered in a paper or computer-assisted format.
Materials	<ul style="list-style-type: none">• <i>Persuasive Writing</i> course manual• <i>The Art of On-the-Job Writing</i> by Philip Vassallo
Enrollment	Limited to 12 participants
Consultant	Philip Vassallo, Ed.D.
Assessment	Pre-course customized <i>4S Writing</i> assessments of participant-submitted samples (add one-half consulting day)