WRITING FOR THE WEB

The Internet is full of fascinating places to find information, check out your favorite companies and stores, look for deals, read the news, and much more. However, people don't read information on the web in the same way that they read a printed newspaper, magazine, or a book. As writers, we have to be very aware of how people approach a web page so that we can create interesting and engaging content. This one-day course is for people who write for readers on the web.

This one-day workshop will help you teach participants how to:

- ✓ Apply engaging techniques that draw readers to web pages
- ✓ Plan what to write to reflect their web hierarchy
- ✓ Create engaging content, including catchy headlines
- ✓ Enhance their writing with other forms of media
- ✓ Make their writing accessible to a variety of readers

COURSE OUTLINE

Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

What is a Business Plan For?

To begin the course, participants will consider the purpose of a business plan as well as supporting plans.

A General Business Plan Framework

This session will take a closer look at the components of a business plan. Participants will also review their pre-assignment, which asked them to identify the fundamental elements of their business: the company's values, vision, and mission.

Identifying Your Audience

Next, participants will learn how to identify their audience. We will also share some basic writing rules and explore how to use them to connect with the audience.

Gathering and Analyzing Information

In this session, participants will learn how to gather, read, and analyze information for their business plan.

Defining Your Company

This session focuses on the business elements that need to be defined in the business plan, including the USP (Unique Selling Proposition), company description, product and service descriptions, market analysis, and operations plan.

Getting to Work

At the end of the first day, participants will have an opportunity to start working on their business plan.

Creating a Marketing Strategy

The second day of the course will focus on the elements of a marketing strategy, including competitive analysis, distribution channel analysis, marketing plans, and social media.

Creating the Sales Plan

Next, participants will learn about building their sales force and the sales cycle.

Developing Financial Projections

This session will introduce participants to accounting terminology, generally accepted accounting principles, and financial reports. Participants will also learn how to bring everything together to create financial projections.

Putting It All Together

The final portion of the course will cover writing the executive summary, making a strong presentation, and putting the finishing touches on the plan. Participants will also have some time to work on their own business plan.

Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.