

# Write better newsletters

Learn to write enjoyable, informative news articles for the workplace, come up with great topics, effective research and well written articles ready for submission.

**Whether yours is a blue chip, corporate newsletter or an in-house company newsletter, this three-month course will teach you to:**

- Understand the purpose of your work newsletter
- Come up with great ideas for newsletter articles
- Do effective research and interviews
- Plan and structure your article according to a winning formula
- Write for your reader: tone, style and word choice
- Add colour to your writing
- Work on pace, logical flow and entertaining the reader
- Edit for grammar, punctuation and repetition
- Add sidebars and images for effect
- Tie up the loose ends and submit your article

## Exercises for this course

- Plan an interview with the CEO or a member of the executive committee
- Write two newsletter articles of 600 words each
- Source appropriate images to accompany the articles

Detailed feedback and assessments will be provided for each assignment by the tutor.

Estimated minimum time commitment

Reading time: four hours

Writing time: ten hours

## Who should apply?

- This course would suit those responsible for writing and compiling content for their work newsletter
- It is also perfect for employees who wish to submit newsletter articles and don't know how to get started

## Tutor:

- Susan Williams is the managing member of Prose&Coms, a communications company that specialises in corporate writing and publishing, training and corporate storytelling. Susan started her career as a language teacher before moving into the corporate world as chief sub-editor of the MultiChoice TV Magazines. She has a BA degree with English as a major, and honours degrees in philosophy and applied linguistics.

## Admission requirements:

- Basic writing skills are essential
- Email and Internet access required
- No previous tertiary qualification required

Modules: three modules

Cost: R3,795

Length: course can be completed at own pace: between six weeks and three months

Registration: online at [www.sawriterscollege.co.za](http://www.sawriterscollege.co.za)

**Date:** 06 September 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

**Date:** 27 September 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

**Date:** 04 October 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

**Date:** 25 October 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

**Date:** 01 November 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

**Date:** 29 November 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

**Date:** 06 December 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

**Date:** 20 December 2017

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

**Date:** 10 January 2018

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

**Date:** 31 January 2018

**Venue:** Online correspondence course, Countrywide

**Cost:** R3,795

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