

Do you know someone who'd like help with their writing skills?



I'm Fiona Thompson, a business writer who offers writing coaching sessions to people who want to improve the way they write.

PEOPLE ASK ME TO HELP THEM:

- Write in a way that feels both natural and professional
- Brush up on their grammar skills
- Write more persuasive emails, reports and presentations
- Get their message across more clearly and concisely
- Hone their communications to appeal to specific audiences.

ONE-TO-ONE WRITING COACHING SESSIONS

I create bespoke writing coaching courses that are tailored to the precise needs of each person. I often work with clients on 'live' writing tasks, such as an upcoming report or presentation, which ensures that the sessions are highly relevant and focused.

Sessions are lively and interactive, with plenty of exercises to make sure that the learning sticks. I meet people where they are and work with them to lift their writing skills up a level. People go away with useful, practical tips that will make it easier and quicker for them to carry out their everyday writing tasks.

They also gain confidence in their ability to express themselves clearly, professionally and in a way that suits their company's brand and tone of voice.

SHARING JOURNALISTIC AND COPYWRITING TECHNIQUES

My writing coaching sessions draw on my experience as a journalist and copywriter.

Having written features for national newspapers and magazines, including The Guardian, The Times and Esquire, I can pass on techniques such as identifying key points, writing for specific readers and writing in a way that engages and connects with readers.

As a copywriter, I've written award-winning case studies for Deloitte, run storytelling workshops for Coca Cola and delivered writing workshops for leading law firms. I've also worked with organisations as diverse as Nike, Nokia and the BBC. I understand how businesses work and what drives their communications.

WHAT PEOPLE SAY

"I felt energised after the training and was excited to be able to use all of the new skills and tricks I'd learnt. I felt comfortable and supported throughout, but also gently challenged, enabling me to learn as much as possible."

Helen Rhodes,
Content Lead, Kooth

"Fiona is brilliant at untangling complicated messages and showing you how to write clear, concise and effective copy. I found her sessions incredibly useful. She's also really patient and has a warm and humorous approach, which really helps when learning new skills."

Kate Whalley,
Rowan Dartington

"Fiona came highly recommended by a colleague. She was tasked with improving the writing skills of one of our executive assistants who spends a lot of her time writing multiple business meeting minutes, including Board and Partner meeting minutes. Fiona quickly grasped the in-house style and was able to coach our executive assistant over a course of several sessions. We were all very pleased with the results and would definitely call upon Fiona in the future should the need arise."

Rebecca Peacock,
Global HR Manager

LEVEL 1:

Sharpening up your writing skills

- Assessment of current writing strengths and weaknesses
- Tips and techniques to highlight your main messages
- Brushing up on essential grammar
- Thinking about your reader
- Communicating clear messages
- Using persuasive language.

TYPICAL SESSIONS

Sessions are available in blocks of six. You can choose from one of these three options, or mix and match different elements.

LEVEL 2:

Finding your voice

- Assessment of current writing strengths and weaknesses
- Getting over writer's block
- Drawing on house style best practice
- Finding your writing voice
- Writing confidently and assertively
- Editing your work.

LEVEL 3:

Writing case studies and company blogs

- Assessment of current writing strengths and weaknesses
- Generating ideas for case studies and blogs
- How to carry out research
- Interview skills that draw out great quotes
- Structuring your case study or blog
- Using powerful language and rhetorical devices.

GET IN TOUCH

If you'd like to know more, please call me on 07974 221635 or email me at fiona@wordspring.co.uk. You can see more of my work at wordspring.co.uk.