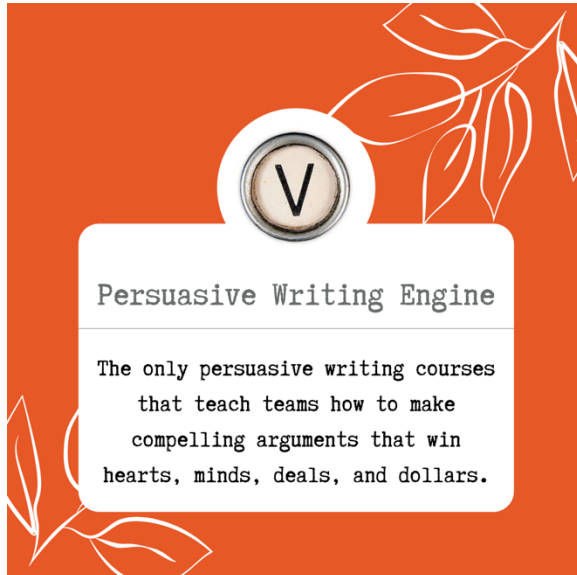


PERSUASIVE WRITING ENGINE

CarolynDaughters.com | info@carolyndaughters.com



PERSUASIVE WRITING ENGINE

Persuasive Writing Engine courses are taught by Carolyn Daughters and her team at CarolynDaughters.com. Business, government, and nonprofit teams that take Persuasive Writing Engine courses will:

- ⇒ Understand the art, science, power, and vast potential of persuasive writing.
- ⇒ Identify proven models of persuasion based on the structure of fairy tales.
- ⇒ Practice telling engaging stories and crafting compelling arguments.
- ⇒ Gain the tools required to write outcome-driven proposals, business cases, annual reports, grants, employee reviews, budget requests, and other persuasive content.
- ⇒ Learn valuable, real-world strategies for winning hearts, minds, deals, and dollars.

Using critical thinking exercises and drawing upon successful contemporary examples, attendees will strive to know their readers and connect with them where they live and breathe.

COURSE OFFERINGS

Persuasive Writing Engine offerings include:

1. Critical Thinking & Argumentation
2. Tell the Best Story Possible

10% off all 2022 individual and team training scheduled by 12/31/21 – contact info@carolyndaughters.com

CRITICAL THINKING AND ARGUMENTATION

This foundational course focuses on the art and science of effective persuasive writing.

Topics Covered:

- ⇒ Rhetoric and argumentation
- ⇒ Connection between persuasive writing and critical thinking
- ⇒ Claims, reasons, evidence (grounds), qualifiers, acknowledgments, and rebuttals
- ⇒ How to craft effective arguments that borrow from the structure of fairy tales

The course can be taught as an:

- ⇒ In-person six-hour course (at our Denver facility or anywhere nationwide)
- ⇒ Virtual (live) six-hour course
- ⇒ Online six-week course

Attendees receive hardcopy or online materials summarizing all concepts taught. The course may be eligible for continuing education credits.

TELL THE BEST STORY POSSIBLE

This course offers a deeper dive into the structure and language of persuasion.

Topics Covered:

- ⇒ Audience analysis and argument design
- ⇒ Language and tone of persuasive writing
- ⇒ Paragraph and sentence structure/style
- ⇒ Content development and iteration

The course can be taught as an:

- ⇒ In-person six-hour course (at our Denver facility or anywhere nationwide)
- ⇒ Online six-week course

Attendees receive hardcopy or online materials summarizing all concepts taught. The course may be eligible for continuing education credits.

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WHAT DO KATNISS EVERDEEN, LUKE SKYWALKER, CINDERELLA, AND SHREK HAVE TO DO WITH GAINING STAKEHOLDER BUY-IN?

Everything. Try this story on for size –

The nation of Panam was established in what's left of North America after an apocalyptic event. The wealthy capital of Panam exploits the 12 surrounding districts for their natural resources and labor. As punishment for a failed rebellion, the capital selects one boy and one girl between the ages of twelve and eighteen from each of the districts to participate in an annual contest called the Hunger Games. During the Hunger Games, these "tributes" must fight to the death in an outdoor arena until only one remains.

At the start of the 74th Hunger Games, twelve-year-old Primrose Everdeen from District 12 is randomly selected as the female tribute. Terrified that her beloved younger sister will die, sixteen-year-old Katniss volunteers to take Primrose's place in the contest.

Most real-world arguments are structured in much the same way that fairy tales like *The Hunger Games* are structured. The status quo is destabilized, the stakes are high, and the audience is psychologically invested in gaining a greater understanding of what's happening, why it's happening, and what's next.

Persuasive Writing Engine courses show individuals and teams how to use proven, highly effective models of persuasion based on fairy tales. Understanding how to optimize real-world models is a game changer that can empower teams to win hearts, minds, deals, and dollars.

WHY GOVERNMENT AND CORPORATE TEAMS NEED THE PERSUASIVE WRITING ENGINE

Let's say your team is short on writing expertise but big on initiative. Let's also say credibility, reputation, and money are on the line.

Writing is intended to inform or persuade by helping a target audience understand important ideas, solve problems, or do what you want them to do. Writing fails when the audience misunderstands the message, bristles at the quality of its presentation, or stops reading.

While writing is a vital part of many professional positions, many individuals and teams lack the fundamental skills needed to make a sound, compelling business case. That's where the Persuasive Writing Engine comes in.

Persuasive Writing Engine course attendees will learn how to communicate information in a way that enables their audience to grasp key concepts and inspires them to act.

WHAT SETS OUR COURSES APART

- ⇒ Strategy, guidance, and instruction efforts that target team development and real-world business goals
- ⇒ Experience teaching government and corporate teams the art, science, power, and vast potential of persuasive writing
- ⇒ Uncommon mix of writing and training skills along with real-world corporate and government leadership experience
- ⇒ Strong proposal and award win rate
- ⇒ Commitment to creating innovative solutions for organizations that want to win hearts, minds, deals, and dollars

REPRESENTATIVE CLIENTS

Adobe	Linse Capital
AIMCO	PAYXPS
Brown and Caldwell	Polycom
Charter Communications	SAIC
DISH Network	Siegel Oil
GEO Group / BI, Inc.	Splunk
HP	U.S. Air Force
Infinite Harvest	U.S. Department
Jacobs/CH2M HILL	of Defense
KeyBank	VMware
Linden Botanicals	Webroot

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DETAILS: CRITICAL THINKING AND ARGUMENTATION

This course can be taught in person at your facility, in person at our Denver facility, virtually, or online (six-part drip sequence). The course may qualify for continuing education credits.

Depending on the course structure, attendees may receive a high-level written review of the problem statement they write during the course. Attendees may also have the opportunity to schedule a one-on-one 15-minute virtual discussion of their work.

The high-level written review and one-on-one discussion are valuable options that increase engagement and reinforce principles taught.

Interactive course held at your facility, at our Denver facility, or virtually (via Zoom)

- ⇒ Incorporates lecture, discussion, small group workshops, and individual work
- ⇒ 6-hour course (3-hour morning session and 3-hour afternoon session)
- ⇒ Maximum 18 attendees for onsite courses and 12 attendees for virtual courses
- ⇒ Attendees receive a hardcopy workbook
- ⇒ Attendees receive a high-level written review of a problem statement they write during the course
- ⇒ Attendees may schedule a one-on-one 15-minute virtual discussion of their work
- ⇒ Course taught on demand – choose the date that works for your team.

Online course

- ⇒ 6-week online course
- ⇒ 6 online modules, one per week
- ⇒ Weekly instructional videos and online exercises and materials for download
- ⇒ Weekly one-hour Q&A session
- ⇒ Course taught on demand (choose the start date that works for your team – minimum 18 people) or on designated quarterly launch dates (Jan, Apr, Jul, Oct) (no minimum)
- ⇒ Optional: attendees may schedule a one-on-one 15-minute virtual review of their work

DETAILS: TELL THE BEST STORY POSSIBLE

This course can be taught in person at your facility, in person at our Denver facility, or online (six-part drip sequence). The course may qualify for continuing education credits.

Depending on the course structure, attendees may receive a high-level written review of the work they complete during the course. Attendees may also have the opportunity to schedule a one-on-one 15-minute virtual discussion of their work.

Critical Thinking and Argumentation is a prerequisite for this course. The two onsite courses may be scheduled on consecutive days.

Interactive course held at your facility or at our Denver facility

- ⇒ Incorporates lecture, discussion, small group workshops, and individual work
- ⇒ 6-hour course (3-hour morning session and 3-hour afternoon session)
- ⇒ Maximum of 18 attendees per course
- ⇒ Attendees receive a hardcopy workbook
- ⇒ Attendees receive a high-level written review of the work they complete during the course
- ⇒ Attendees may schedule a one-on-one 15-minute virtual review of their work
- ⇒ Course taught on demand – choose the date that works for your team.

Online course

- ⇒ 6-week online course
- ⇒ 6 online modules, one per week
- ⇒ Weekly instructional videos and online exercises and materials for download
- ⇒ Weekly one-hour Q&A session
- ⇒ Course taught on demand (choose the start date that works for your team – minimum 18 people) or on designated quarterly launch dates (Feb, May, Aug, Nov) (no minimum)
- ⇒ Optional: attendees may schedule a one-on-one 30-minute virtual review of their work

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ABOUT CAROLYN DAUGHTERS

Gower Street, LLC, dba CarolynDaughters.com, provides professional and management development training and strategic marketing consulting and services to commercial, government, and not-for-profit organizations.

Owner Carolyn Daughters has 20 years of experience teaching courses at:

- ⇒ Department of Defense (Pentagon) and U.S. Air Force bases nationwide
- ⇒ Enterprise organizations, small businesses, and startups
- ⇒ University of Colorado Boulder and University of Virginia

Our team offers **management consulting, marketing strategy, and custom brand strategy playbooks** for growing businesses, established businesses seeking growth, and businesses seeking acquisition. Through a collaborative process, we tell the best story possible to position your organization to achieve its business goals.

We also provide ongoing **fractional chief marketing officer leadership and support** to startups, small businesses, and fast-growth companies, enabling organizations to build a strong foundation for long-term growth.

In addition, our six-week **online marketing bootcamps** teach attendees how to:

- ⇒ Identify what makes their brand unique.
- ⇒ Design a website home page that converts prospects into customers.
- ⇒ Perform SEO/keyword research to turn content into a prospecting engine.
- ⇒ Craft content that reinforces credibility.
- ⇒ Create lead magnets that build email lists.
- ⇒ Build social media pages and backlinks that grow an engaged target audience.

CarolynDaughters.com is based in Denver, Colorado, and is certified as a **Women's Business Enterprise** by the Women's Business Enterprise National Council (WBENC). We add diversity to corporate and government agency supply chains.

NAICS CODES

541611 Business Management Consulting Services; Business Start-Up Consulting Services; Strategic Planning Consulting

541613 Marketing Consulting Services; Marketing Management Consulting Services

541618 Other Management Consulting Services

561110 Business Management Services

561410 Editing Services

611430 Professional and Management Development Training

611710 Educational Support Services

BUSINESS INFORMATION

Registered Company Name: Gower Street, LLC

DBA: CarolynDaughters.com

Owner: Carolyn Daughters

Incorporation: 2003 in the State of Colorado

D-U-N-S Number: 065998636

CONTACT INFORMATION

Web: www.carolyndaughters.com

Email: info@carolyndaughters.com

Phone: 303.506.6864

Mailing Address:

Gower Street (dba CarolynDaughters.com),
1312 17th Street, #1171, Denver, CO 80202

Courses:

www.carolyndaughters.com/crack-the-code-academy

Services:

www.carolyndaughters.com/marketing-strategy

Blog: www.carolyndaughters.com/fine-points

LinkedIn:

www.linkedin.com/company/carolyn-daughters
www.linkedin.com/in/carolyndaughters/

Facebook: www.facebook.com/carodaughters

Instagram: www.instagram.com/carodaughters