

# PERSUASIVE WRITING WORKSHOPS

## Learn How to Craft Arguments That Persuade, Engage, and Drive Action

Carolyn Daughters teaches teams at corporations, government agencies, and military bases how to transform writing into a powerful tool for influence. Persuasive writing workshops provide teams with the knowledge and hands-on practice they need to craft compelling, outcome-driven content.

### What You'll Learn:

- ⇒ The art, science, and vast potential of persuasive writing
- ⇒ Proven persuasion models based on the structure of fairy tales
- ⇒ How to tell engaging stories and craft strong arguments
- ⇒ Tools for writing effective proposals, budget requests, employee reviews, grants, and more
- ⇒ Strategies for winning hearts, minds, deals, and dollars

Through critical thinking exercises and real-world examples, participants learn to understand their audience and communicate in a way that inspires understanding, consideration, acceptance, and action.

## WORKSHOP OFFERINGS

Two core persuasive writing workshops are designed to strengthen critical thinking and storytelling skills. Many participants are eligible for continuing education credits.

<p><b>01 Critical Thinking &amp; Argumentation</b></p> <p>This foundational workshop focuses on the art and science of persuasive writing.</p> <p><b>Topics Covered:</b></p> <ul style="list-style-type: none"><li>⇒ Rhetoric and argumentation</li><li>⇒ Connection between persuasive writing and critical thinking</li><li>⇒ Claims, reasons, evidence, and rebuttals</li><li>⇒ How fairy tales offer a replicable models for persuasion</li></ul> <p><b>Standard Workshop:</b></p> <ul style="list-style-type: none"><li>⇒ Up to 20 participants</li><li>⇒ Six-hour in-person workshop</li><li>⇒ Incorporates lecture, discussion, small group workshops, and individual work</li><li>⇒ Persuasion playbook for each participant</li></ul> <p><b>Intensive Workshop:</b></p> <ul style="list-style-type: none"><li>⇒ Everything in the Standard Workshop</li><li>⇒ Each participant receives a high-level written analysis of the work they complete during the workshop</li><li>⇒ Each participant may schedule a one-on-one virtual discussion of their work</li></ul>	<p><b>02 Tell the Best Story Possible</b></p> <p>This workshop offers a deeper dive into the strategy, structure, and language of persuasion.</p> <p><b>Topics Covered:</b></p> <ul style="list-style-type: none"><li>⇒ Audience analysis and argument design</li><li>⇒ Persuasive language, tone, and style</li><li>⇒ Content development and iteration</li><li>⇒ Structuring writing for maximum impact</li><li>⇒ Leveraging AI as a tool to help craft clear and compelling messages</li></ul> <p><b>Standard Workshop:</b></p> <ul style="list-style-type: none"><li>⇒ Up to 20 participants</li><li>⇒ Six-hour in-person workshop</li><li>⇒ Incorporates lecture, discussion, small group workshops, and individual work</li><li>⇒ Persuasion playbook for each participant</li></ul> <p><b>Intensive Workshop:</b></p> <ul style="list-style-type: none"><li>⇒ Everything in the Standard Workshop</li><li>⇒ Each participant receives a high-level written analysis of the work they complete during the workshop</li><li>⇒ Each participant may schedule a one-on-one virtual discussion of their work</li></ul> <p><b>Prerequisite:</b> <i>Critical Thinking &amp; Argumentation.</i></p>
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## THE POWER OF STORYTELLING IN PERSUASION

What can *Star Wars*, *Cinderella*, *The Matrix*, and *The Hunger Games* teach you about gaining stakeholder buy-in? Everything. All fairy tales follow a persuasive structure with the following elements:

- ⇒ Destabilized status quo
- ⇒ High stakes
- ⇒ Psychological investment in the outcome

In these persuasive writing workshops, teams learn how to leverage proven, highly effective storytelling models to craft compelling business cases, win proposals, and influence key stakeholders.

Carolyn Daughters uses proven instructional models and tailors workshops to specific client objectives and participant needs. In addition, she has extensive experience training corporate and government teams, along with substantial expertise in real-world business leadership and communications.

## REPRESENTATIVE CLIENTS

Adobe	Cordea Consulting	Linden Botanicals	U.S. Air Force
AIMCO	GEO Group / BI, Inc.	Linse Capital	U.S. Department of Defense
Brown and Caldwell	HP	Polycom	VMware
Charter Communications	Jacobs/CH2M HILL	Splunk	Webroot

## ABOUT CAROLYN DAUGHTERS

Carolyn Daughters provides management, communications, content strategy, marketing, brand strategy, and professional development consulting and training nationwide. Her company, CarolynDaughters.com, has been incorporated in the State of Colorado since 2003 (DUNS #065998636).

CarolynDaughters.com is owned and operated by Carolyn Daughters, who has 25+ years of experience training professionals at the U.S. Department of Defense, the U.S. Air Force, Fortune 500 companies, fast-growth businesses, and top universities. I have an uncommon mix of content strategy, writing, and training expertise, along with many years of real-world corporate and government leadership experience.

Based in Manitou Springs, Colorado, CarolynDaughters.com is a certified Women's Business Enterprise, adding diversity to corporate and government supply chains.

### NAICS Codes

**541611** Business Management Consulting Services; Business Start-Up Consulting; 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

## SCHEDULE A CONSULTATION TODAY

Learn more at [www.carolyndaughters.com/persuasive-writing-workshops](http://www.carolyndaughters.com/persuasive-writing-workshops).

Schedule a free consultation by contacting Carolyn Daughters at 303.506.6864 or [carolyn@carolyndaughters.com](mailto:carolyn@carolyndaughters.com).