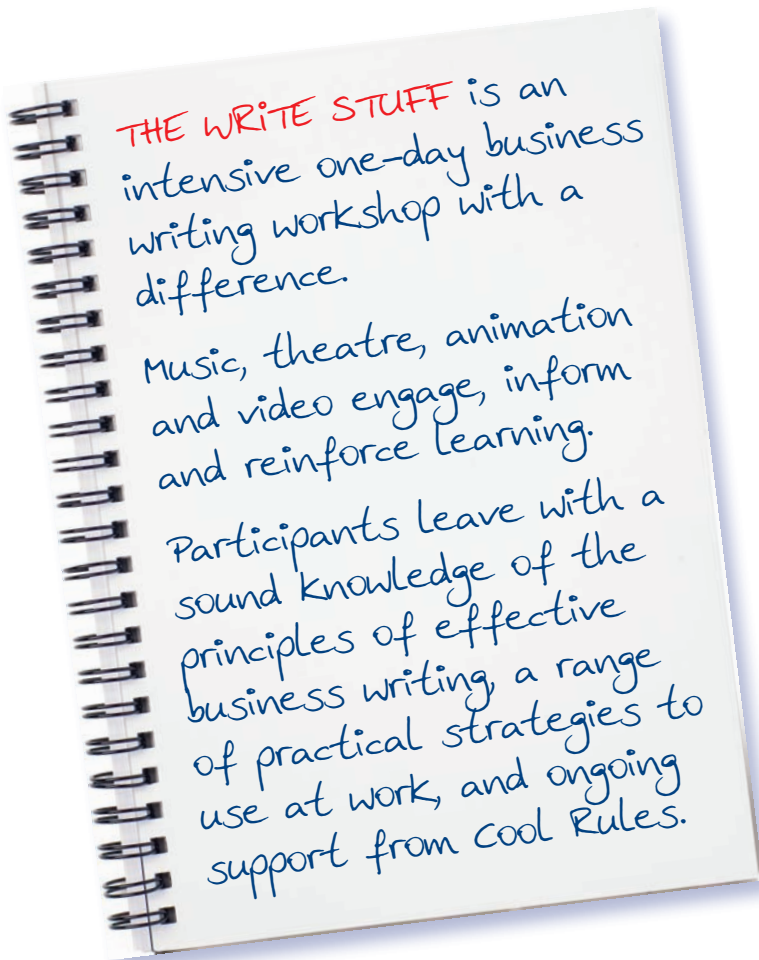




THE write STUFF

A BUSINESS WRITING WORKSHOP
...with attitude



BENEFITS

If you write, help others to write, or employ people who write, **The Write Stuff** is for you. You will:

- understand the principles of effective 21C business writing
- have a clear and simple method for tackling any writing task, in any format or media
- know how to organise, structure and edit your writing for maximum impact
- know when and how to adjust your writing style
- know how to give effective feedback to other writers
- know how to use punctuation effectively
- be a step ahead of the Grammar Police.

THE WRITE STUFF...*more stuff*

After the workshop, you will receive free ongoing support and advice through **The Write Stuff... more stuff** program of tips, tools and techniques for writers.

www.coolrules.com

continued overleaf...

R COOL RULES
...for writers

RESOURCES
TRAINING
CONSULTING

PRESENTER

Shaun McNicholas is a skilled and innovative trainer, an accomplished songwriter and musician, and an experienced public and private sector senior manager. He has been Director of the Centre for English Language at the University of South Australia (CELUSA), Education Adelaide, the South Australian Institute of Business and Technology (SAIBT) and the South Australian Tertiary Admissions Centre (SATAC).

He is the writer/producer of **Cool English, a Musical Guide to Better Grammar and Writing**, and **The Apostrophe Song** iPhone/iPad application. Cool English is used in schools across Australia, and by the Singapore Ministry of Education.

Shaun's YouTube video **The Apostrophe Song** was a global Internet hit in 2010.

Shaun has been running innovative

and effective writing skills workshops for almost 20 years and is the founder and Director of **Cool Rules... for writers.**



Those of you who care about apostrophes will love this.

STEPHEN FRY TWEETS ON *THE APOSTROPHE SONG*

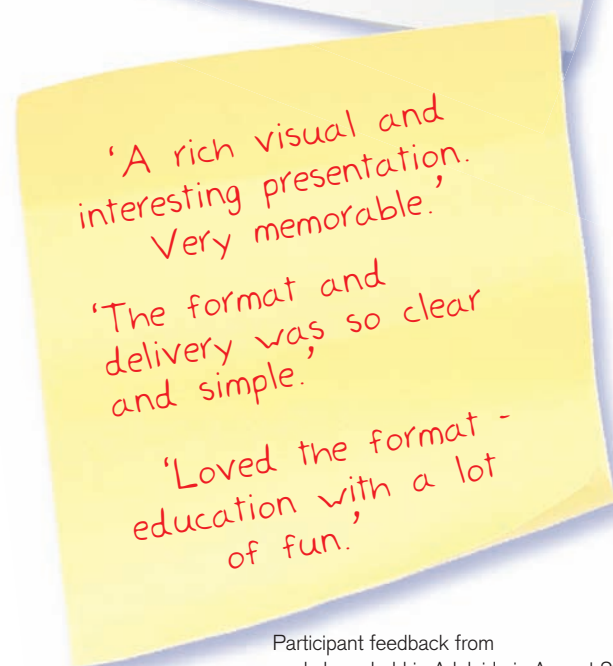
SCHEDULE AND COST

The Write Stuff will be offered in all Australian states in 2011/12. To ensure effective learning outcomes, numbers are limited to 18 participants in each workshop. The workshop fee is \$480, and includes morning and afternoon tea, lunch and materials.

Visit www.coolrules.com for up-to-date information on schedules and venues.

www.coolrules.com

Workshop fee correct at time of publication (September 2011). Refer to website for latest information.



Participant feedback from workshops held in Adelaide in August 2011.