Using the Written Word to Persuade & Entertain
PM Forum
Paul O'Regan

- Speaker Background
  - Word of Mouth
  - Him & a designer + freelancers as necessary
  - House of Fraser magazine
- The Basic Principles
  - You don't have a right to your readers attention
  - Reward them & keep on doing so
    - Humour
    - Do you lose authority
    - Intrigue them
    - Tell them something they WANT to know NEED TO KNOW????
  - Being boring/self centred, worse than doing nothing
    - Confirmation bias - looking for things we already believe and nothing else
  - Be yourself
- The Writing Process
  - Think about your audience
  - Think about the medium
  - Think about the message
  - Structure your argument
  - Write it down clearly & directly
  - Re-write & edit as many times as necessary
  - Do not combine No.5 & No.6
- Example - writing for PM Forum for new members to join the PM Forum
  - Audience
    - Who are they?
    - What are they interested in
    - What do they know already about my story?
    - Any negative perceptions that might make them sceptical about my message?
    - What key information do I have that they don't?
    - In short: What do they want?
  - Medium
    - Where are they?
    - Billboard or Tweet?
      - Billboard heading 3 words or less
      - Tweet 120 characters (space for a RT)
    - What were they doing just before they saw your piece?
    - Magazine might be 300 words only
      - How do we get them on the 2nd paragraph?
      - Are they scan reading the first time or detail reading having been through it once
    - If a magazine, what is the style of the magazine?
  - Message
    - What can you say that will appeal to them?
    - Write down everything you can think of that might be persuasive
    - Then cut out everything you can
  - Argument
    - What's your grabber?
      - "Grabber" is the first sentence that hooks people
    - What's your call to action?
      - Goes at the end
      - Call XYZ
      - Go to website
      - Download XYZ
    - Put your messages in a logical order
      - If the order is not logical to the reader they are likely to pause and get distracted
    - Then write
      - Do a draft
      - 1 Have a sleep, put it away to the next day!
      - Having a sleep improves your writing!
  - Writing
    - Good writing flows, no "rocks"
    - Wrong style of tone
    - Sentences that are too long
    - Being boring
    - Grammatical or spelling mistakes
    - Factual errors
    - Cliche, jargon, business-speak or other tired language
  - Editing
    - George Orwell
    - Look at every word & sentenance and ask
    - Can I cut this out or split it?
    - Is this interesting to the reader, or just me?
      - Mark Twain
      - If you find something you thirk is "interesting"
      - Cut it out, it's probably not interesting to the reader
    - How can I make this more vivid, more active?
    - Does it flow smoothly? No rocks?
    - Does it sound like me? Or at least like a human being.
    - Read it out loud or have some else read it out loud
    - Doesn't matter what your English teacher would say
      - 2 Break rules judiciously
      - If it makes sense and improves it for the reader