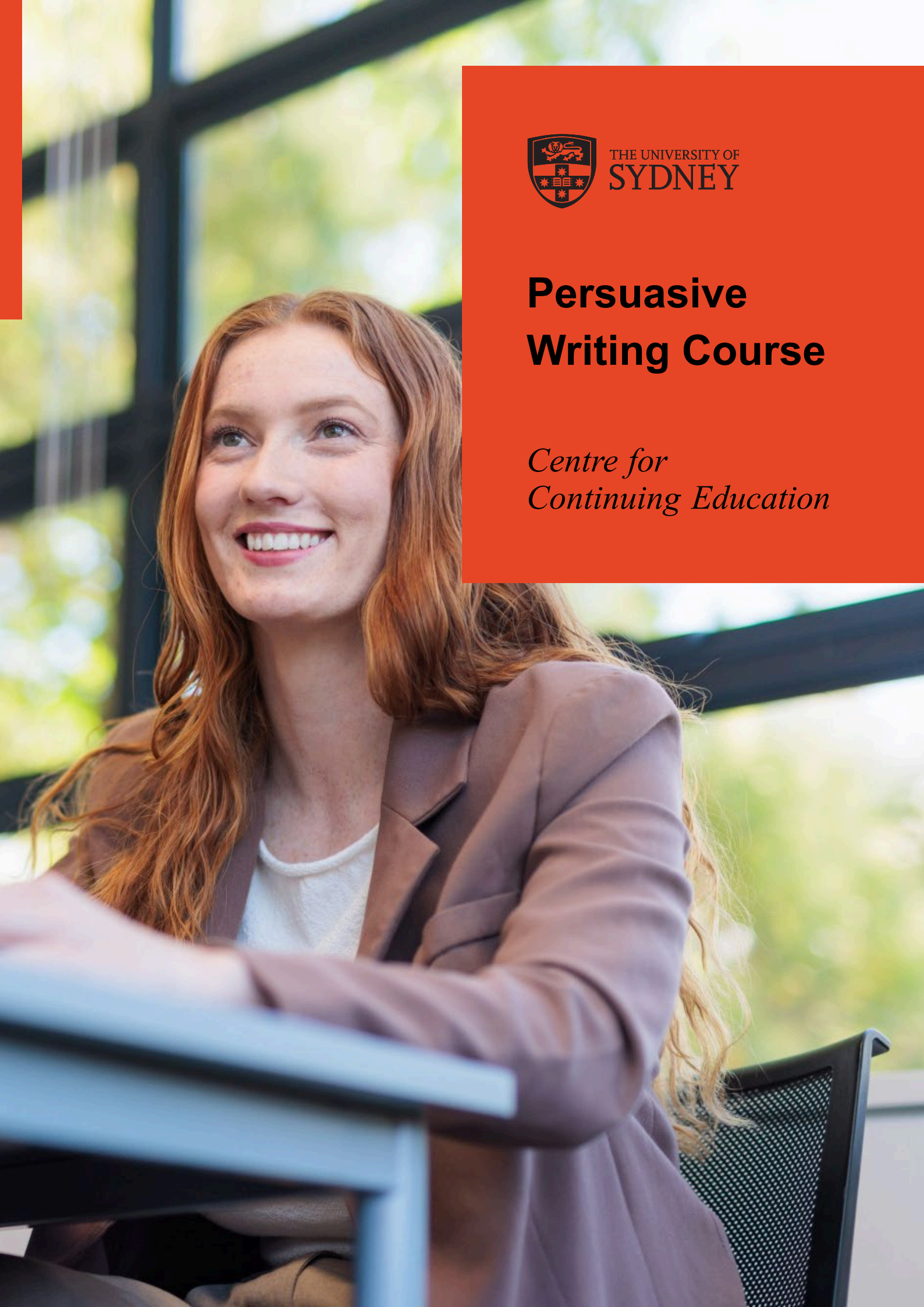




THE UNIVERSITY OF
SYDNEY

Persuasive Writing Course

*Centre for
Continuing Education*



Persuasive Writing Course

For marketers, persuasive copy is a key to achieving critical business outcomes. That means everything from building engagement with audiences, to simplifying complex offers and converting casual interest into buyer action.

Your writing must also have a distinctly human authenticity. Audiences can increasingly spot artificial intelligence (AI)-generated writing: polished at first read, but too similar to what everyone else is saying.

At this fast-paced workshop, learn fresh and practical techniques that will lift your skillset from being competent to genuinely persuasive. As well as crafting your own work, you'll critique effective real-life copy drawn from a range of sectors.

Starting with an overview of AI planning tools that streamline workflows without hijacking your originality, the course explains how to set the foundation for persuasive writing. Topics here include tapping into customer motivators, devising angles that intrigue, and owning your brand voice.

We look at how to adapt your plan to suit different channels, whether it's a strategically sequenced campaign, a series of social media posts, a website landing page, or other format. We also learn how to add persuasive proofs that address genuine audience concerns. The course ends with a section on timeless self-editing techniques (including what to outsource to AI), from tightening sentence grammar to energising your tone.

Intended audience

This course is ideal for mid-level marketers and hands-on business owners who want to write with more structure, clarity and confidence.

If your business style doesn't allow for much storytelling or free association, consider our [Business Writing Essentials Course: From Core Skills to AI Tools](#) instead. Here, you'll learn to write internal comms (letters, memos and so on) and short summaries in a clear, factual style that may well fill your business marketing needs.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Prerequisites

You do not need to have a background as a writing professional, but you will gain more from the workshop if you have had some experience analysing or writing persuasive marketing materials.



Upon completion

Every participant receives a University of Sydney statement of completion.



Aims

An immersive writing course for content marketers, covering all the persuasive copywriting skills you'll need to capture more leads and inspire more actions.



Learning outcomes

By the end of this course, you should be able to:

- use AI effectively in your writing, harnessing its efficiency while leading with human skill and insight
- draw on strategies to develop a campaign, from clarifying objectives to formalising the tone and voice, supplementing with AI as needed
- plan each piece to meet audience needs and pain points, not just your company's business objectives
- write compelling headings that communicate the message and keep it simple
- apply the principles of persuasiveness, and draw on 10 useful persuasive tools into your draft writing
- review your own and others' writing for simplicity and effectiveness, drawing on AI as needed to improve your work in five specific areas.





Content

a. AI and copywriting

Generative artificial intelligence (AI) is a fast, intuitive tool that has changed the way we write. But chances are you're either not happy with its outputs, or feel you're somehow cheating by using it. In this section, we explore how to use AI – and what not to do.

b. Start with a plan

Learn to start every project with a brief, whether working for your own business, a client or with a team of any size. We cover the essentials to include in a copywriting brief, from the campaign objectives to audience pain-points, ideal tone, personality and call to action.

c. Navigate with headings

Headings don't just set the tone of your campaign or introduce the subject – they also reinforce structure, helping readers find what they need. Learn to craft strong headings (and subheadings) for every part of your content, starting with these 7 timeless approaches.

d. Proven structures for short and long copy

Writing formulas won't solve every problem, but they sure speed up the thought process by helping you get the right content in the right order. We share four frameworks for short copy and two for long copy. All can be stretched and tweaked to suit the task.

e. The 10 elements of persuasion

Good persuasive writing employs a number of powerful psychological triggers, and we look at 10 important ones in this section. Examples include using compelling evidence, placing your reader at the heart of every message, and giving them a way to try before they buy.

f. Editing for effectiveness

Learning to review for conciseness and style: sentence variety, clear links between ideas, strong and evocative verbs and adjectives, using AI to provide feedback or guidance rather than writing for you.



“The facilitator is great, with deep expertise, and she explains everything in an extremely digestible and easy-to-understand way. The course was structured well and took us through a logical learning journey. Highly recommend!”

Sarah Gray



“This course was excellent and I've walked away with super practical tips and tools to take into my day-to-day role. The facilitator was fabulous and was able to guide us as a group and also set aside time to provide tailored advice for our specific objectives.”

Zoe Cwojdzinski



Delivery style

Learning methods include open discussion, group exercises, pair work and individual response to writing activities throughout the day. Most of the exercises can be adapted to a marketing piece you are currently working on, or you can practice using the fictional examples.

Materials

A course workbook is shared electronically as an editable PDF, allowing you to save your notes directly onto the file.

What you need to do before the course

Please bring your laptop, with logins ready to access your preferred AI platform (we suggest Copilot, ChatGPT or Claude.ai).

You will work on at least two scenarios from your own workplace, and we suggest you arrive with a draft of this work ready to use. If you do not have any work in progress, you may work on our fictional classroom scenario instead.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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