

## WHAT YOU WILL LEARN

In this course you will learn to use tools common in prose writing to help speed up your writing and make you able to write text that communicates your ideas better. You will also learn to use construction tools that allow you to design various parts of scientific articles prior to writing them. The last topic in the course is how to organise your writing in such a way that you can experience success in every part of the writing process. The result: you will increase the impact of your writing, get it done in less time and overcome any obstacles on the way.

All in all you will learn to:

1. write great sentences that resonate in the mind of the reader
2. become aware of your pitfalls
3. avoid those pitfalls and repair your text after writing a draft
4. create a through line in your text that provides clarity and excitement
5. get into the writing flow whenever you choose
6. organise your writing process more effectively than you are doing now

## ALSO POSSIBLE

This course covers the basics of applying creative techniques to your writing. *The Art of Scientific Writing*, a longer course, gives you the opportunity to practise more, and provides you with more tools and feedback. The course also covers figures and captions and a complete set of specific design tools to construct articles. When you are unsure what to choose, we would recommend the longer course.

## PRACTICALITIES

*Creative Writers Tools* is a course consisting of four half days. You will be provided with a booklet detailing the course content. The maximum number of participants per trainer is 8. If there are more participants, the course can be taken with two trainers and 16 participants.

You can take this course as an individual in our open course offer. If enough of your colleagues are interested, the course can also be taken together at your place of work. As set-up, we would need a classroom with tables arranged in a U-shape and a flipchart.

## WHO FOR?

*Creative Writers Tools* is designed for every scientific writer who wants to improve their writing process on every level, ranging from writing great sentences to composing an entire article. The workshop is often taken by PhD students and postdocs but since these tools are unique we trust that this course is equally helpful at a more advanced stage of your career.

## ABOUT ARTESC

Artesc builds a bridge between the performing arts and communication in science, teaching, business and law.

At present, our theatre and prose skills courses are used to improve professional communication in seven countries.

We are proud to have helped thousands of scientists, teachers, business and law professionals to reach a substantially higher level of presenting, teaching and writing.

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## CREATIVE WRITERS TOOLS

*Write, Reach & Get the writing done*

Here is an idea. Why not stop gazing at an empty page and learn to write articles with maximum impact on the reader in less time.

*Creative Writers Tools* will help you to write better and faster using tricks from prose writers. You will learn to write sentences that resonate with the reader's inner voice and paragraphs that provide clarity in form. And most importantly, you will learn to create a through line in your text that prevents your reader from losing track. You will also learn to speed up your writing process, prevent writer's block and at the same time write with more pleasure and ease.

Creative Writers Tools: All you wanted to know about writing, except for boring grammar!

YOU SOLVE TOMORROW'S PROBLEMS  
SO WE NEED YOUR MESSAGE TODAY