

WRITING AUTHENTIC & EFFECTIVE PROMOTIONAL MATERIAL

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Karen Bowler

Karen Bowler has honed her craft over a lifetime of writing newspaper & magazine articles, sales & marketing copy, website profiles and, most recently creative writing. She presented a one-day promotional writing workshop to the graduating students of the Energy Healing Diploma at the Awareness Institute on Sydney for five years. Karen now offers online writing courses.



AHA
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Register online
<https://aha.wildapricot.org>



- Learn the essential tools for writing effective promotional material.
- Discover how authentic writing connects you to your readers.
- Structure your writing so readers feel engaged and motivated to contact you.
- Gain practical style tips that makes your writing flow and easy to read.
- Within the webinar, produce a short piece about your business that you can vary for different promotional purposes.