

March, 2021

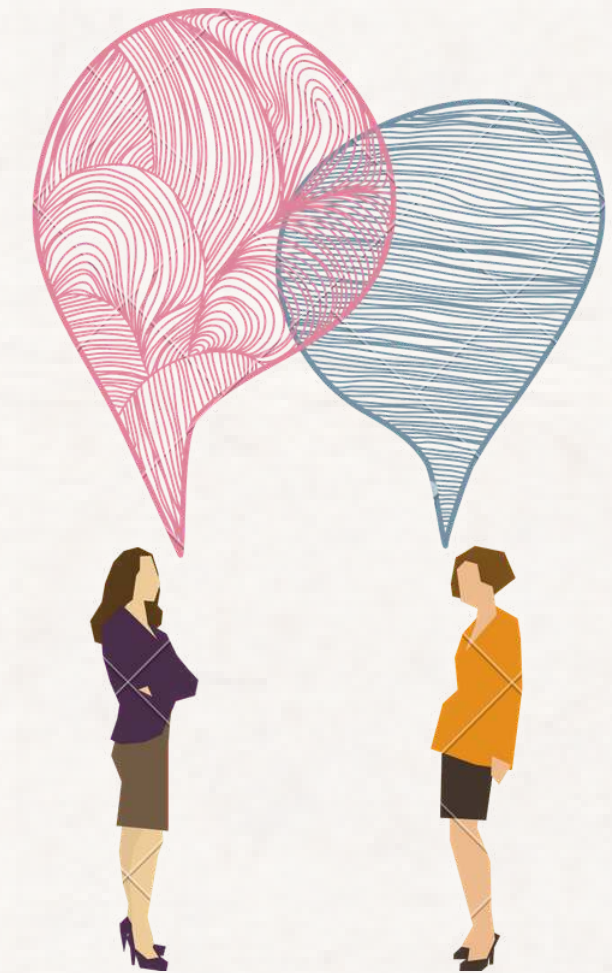
The Art of
Effective
Communication

Professional Communications



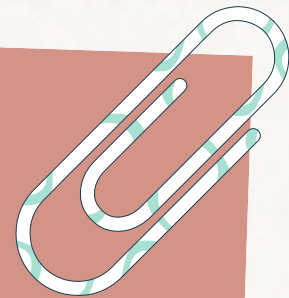
Today's Agenda

- 1 Introduction
- 2 Tips For Effective Communication
- 3 Question & Answer



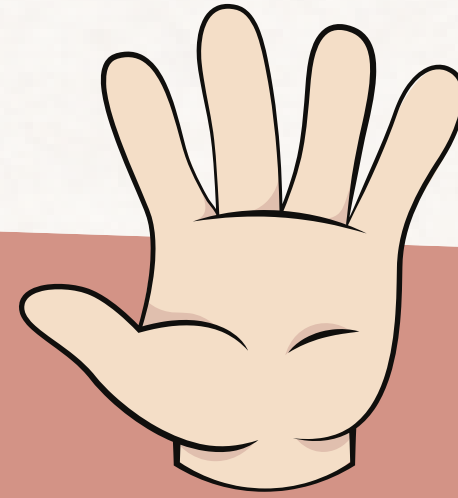
Introduction

- How did I decide on my career?
- My Career Journey
- Intro To Writing



News

Press



– 5 Tips –

Are
you
ready?

1

Know Your Audience

The Art of Persuasion



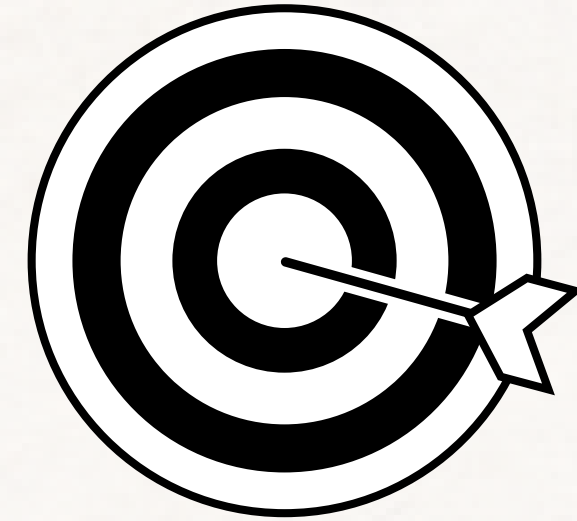
Identify
Your
Target
Audience

Know
Their
Age,
Taste,
Goals,
Interests

Choose A
Style
Which
Resonates

2

Make A Point.



Less is More when writing too.

Have A
Clear
Purpose

Start
Strong

Do's &
Don't

3

USP



Create
Value

Highlight
Unique
Strengths

Make A
Positive
Difference

4

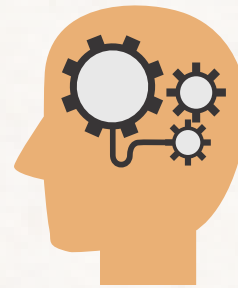
Three Key Appeals

Ethos
(Character)



Present
yourself as
trustworthy
& credible

Logos
(Logic)



Use facts,
statistics,
concrete
evidence/
examples,
reason

Pathos
(Emotion)



Create
connection
& Evoke
emotion

5

Correct Your Work

Revise

Edit

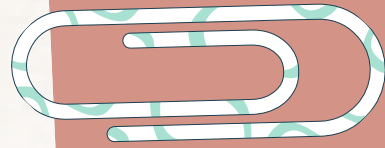
Proof
Read



Writing is a way to express yourself and showcase your personality. Do not get caught up with the little details that you miss the big picture – to make an impression & a point.



– In closing –



**Thank
you!**

