

Transformational Writing 101

August 10 – September 4, 2009

Stephen Palmer, Mentor

Course Description, Syllabi, & Readings Packet



KGAPS CONSULTING
Connecting Leaders with Communities

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Course Description

Whether you're an aspiring statesman, a business owner, a non-profit idealist, or a practical job-seeker, effective communication is vital to proclaim your message and meet your objectives. Transformational Writing 101 teaches you how to persuade through writing in business, academic, political, and media settings. The online course is broken into four one-week segments: Transformational Writing, Vibrant Writing, Persuasive Writing, and Writing for the Internet. Students are able to take the course from the comfort of their home if they have a high-speed Internet connection.

Written communication is particularly critical in the Information Age. This course places a heavy emphasis on communication for the Internet, especially through blogging. All students will finish the course with a personal blog and the ability to create insightful and memorable articles for online readers. You'll also be exposed to knowledge and tools to market your blog effectively.

The course format includes guided, interactive lecture; group discussion; and written assignments. Monday evenings are reserved for interactive lecture, and students are given their writing assignment for the week (due that Friday). On Wednesdays students discuss the reading assignment. On Friday students bring their writing assignments and receive personalized mentoring and peer feedback.

The course comes with a money back guarantee. If you don't feel that you've received more than \$499 of value after taking this course — and you have faithfully completed all reading and writing assignments — KGaps Consulting will promptly refund your full tuition without hassle. Please understand that we will not provide refunds for students who do not complete the coursework, since that will determine the bulk of the value you'll receive from the course.

Schedule

Dates: August 10th– September 4th

Days: Monday, Wednesday, Friday

Time: 6:30 – 8:30 p.m. MST

Texts

It is requested that all students purchase the same version of each book to aid group discussions. The ISBN numbers of each are included below.

- *Words that Work: It's Not What You Say, It's What People Hear* by Frank Luntz, ISBN # 1401309291, [Click Here](#) to Purchase
- *Made to Stick: Why Some Ideas Survive & Others Die* by Chip & Dan Heath, ISBN # 1400064287, [Click Here](#) to Purchase
- *Secret Formulas of the Wizard of Ads* by Roy H. Williams, ISBN # 1885167393, [Click Here](#) to Purchase
- *The Elements of Style* by Strunk & White, ISBN # 0205632645, [Click Here](#) to Purchase
- *The Elements of Grammar* by Margaret Shertzer, ISBN # 0028614496, [Click Here](#) to Purchase
- *Roget's 21st Century Thesaurus, 3rd Edition*, ISBN # 044024269X, [Click Here](#) to Purchase
- Readings Packet (attached)

Mentor Bio

Stephen Palmer is a founding partner of [KGaps Consulting](#), a marketing firm specializing in Information Age marketing tools and strategies. Stephen is responsible for all written content for clients. He is also a founding partner of [The Center for Social Leadership](#).

He is the *New York Times*, *Wall Street Journal*, *USA Today*, and Amazon bestselling co-author of [Killing Sacred Cows: Overcoming the Financial Myths that are Destroying Your Prosperity](#).



Stephen has been a professional writer and editor for over three years, crafting hundreds of marketing messages, ghostwriting or co-authoring six books, writing six e-books, and providing copywriting for dozens of websites. His experience spans all types and forms of writing, and he has extensive expertise in writing for the web, including blogging. Currently reaching 872 subscribers, his monthly online newsletter, [The Sentinel](#), consistently receives high praise.

Stephen graduated from George Wythe University with a degree in Statesmanship in 2006. He is also a graduate of the prestigious [Wizard Academy](#) in Austin, Texas.

He resides in Round Rock, Texas with his wife and three children and can be contacted at spalmer@kgaps.com.

Online Format Overview

The course is operated using [GoToWebinar](#), which facilitates both lecture and group discussion formats and supports both PC and Mac operating systems. Students need a high-speed Internet connection and a headset with a noise-canceling/echo-reducing microphone that attaches to your computer, such as [this one](#). If you have a stand-alone or built-in microphone, do *not* plan on using it. They create an echo for everyone in the class and are almost impossible to listen to.

How to Register

[Click here to register now](#). After you have registered we will email you with further instructions. Please [contact us](#) if you have trouble registering.

Syllabi

Transformational Writing, August 10-14

Monday, August 10th

Interactive Lecture

- Audience, Venue, Transformation (Know, Feel, & Do)
- Academic vs. Journalistic Writing

Reading Assignments: *Made to Stick* by Chip & Dan Heath; introduction, chapter 1, chapter 2, and chapter 10 of *Words that Work* by Frank Luntz; selections from the Readings Packet

Writing Assignment: Hoover Article

Wednesday, August 12th

Discussion & Lecture

- Discuss *Words that Work* & *Made to Stick*
- The 10 Rules of Effective Writing
- Compression Techniques
- Sticky Techniques

Friday, August 14th

Edit & Discuss Hoover Articles

Vibrant Writing, August 17-21

Monday, August 17th

Interactive Lecture

- “Whack the Adjectives, Double the Verbs”
- Vivid vs. Flat
- Active vs. Passive
- Visual, Auditory, & Kinesthetic Writing
- Metaphor, Rhythm, Alliteration, Personification

Reading Assignment: Chapter 5 of *The Elements of Style* and selections from the Readings Packet

Writing Assignment: Poem or short prose piece describing an event, person, or feeling.

Wednesday, August 19th

Discussion & Lecture

- Discuss readings
- Prose & Poetry

Friday, August 21st

Discuss & Edit Writing Assignment

Persuasive Writing, August 24-28

Monday, August 24th

Interactive Lecture

- Four Personas (Competitive, Spontaneous, Methodical, Humanist)
- Selling vs. Persuading (Remove the Barriers)
- Instill the Vision, Create a Compelling Future
- Features vs. Benefits (The “So What?” & “Which Means That” Techniques, “WIFM”)

Reading Assignment: *The Wizard of Ads* by Roy H. Williams, selections from the Readings Packet

Writing Assignment: Write a one- to two-page sales copy piece selling a product, service, or event.

Wednesday, August 26th

Discussion & Lecture

- Concreteness, Credibility, Authenticity, & Subtlety vs. Hype
- Pain & Pleasure
- Value Proposition
- Association & Disassociation
- Intellect vs. Emotion, What People *Really* Want (Maslow’s Heirarchy)
- Call to Action

Friday, August 28th

Discuss & Edit Writing Assignment

Writing for the Internet, August 31-September 4

Monday, August 31st

Interactive Lecture

- Sharp, Engaging Headlines
- Simplicity, Brevity, & “Skimmability”
- Images & Interactivity
- Read to Write (RSS Feeds & Readers)

Reading Assignment: *The Beginning Blogger’s Bible* by Stephen Palmer, selections from the Readings Packet

Writing Assignment: Write a blog post.

Wednesday, September 2nd

Discussion, Lecture, & Set Up Blog

- *Beginning Blogger’s Bible*
- Blog Platforms (Wordpress v. Blogger)

Friday, September 4th

Discuss & Edit Writing Assignment

Readings Packet

Week 1 (Transformational Writing)

[Get to the Point, Already!](#) by Stephen Palmer

Week 2 (Vibrant Writing)

[The Origin of Creativity](#) by Roy H. Williams

[Pump Up Your Verbs](#) by Future Now

[Magic Words](#) by Roy H. Williams

[Hearing the Music of Rainbows](#) by Roy H. Williams

[Style Tips for Ad Writers](#) by Roy H. Williams

[The 12 Languages of the Mind](#) by Roy H. Williams

[Revealing the Vivid Unexpected](#) by Roy H. Williams

[How to Supercharge Your Content With Concrete Details](#) by Sonia Simone

Week 3 (Persuasive Writing)

[Shadow of an Unspoken Question](#) by Roy H. Williams

[Fact-Based, or Value-Based?](#) by Roy H. Williams

[Choosing Your Magic Words](#) by Roy H. Williams

[Are You Shouting At Your Audience Unintentionally?](#) by Stephen Palmer

[What People *Really* Want—And How to Give it to Them](#) by Stephen Palmer

Week 4 (Writing for the Internet)

[The Beginning Blogger's Bible](#) by Stephen Palmer

[The 4 Pillars of Writing Effective Blogs](#) by Leo Babauta

[9 Signs of an Effective Blog Post](#) by Dustin Wax

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