

PERSUASIVE WRITING

FOR SCIENTISTS AND CLINICIANS

Becoming a skilled author can be challenging for many scientists. But with the right tools, and some insider guidance, you too can begin crafting powerful written pieces that meet the requirements of your most demanding audiences!

Key Webinar Take-Aways:

1. Understanding of writing is bad and why PIs often write poorly (*this may not be as obvious as you think*)
2. How to recognize and prevent redundancy in your work
3. How to write a clear sentence – MAKE EVERY WORD COUNT!
4. How to write clear paragraphs – the power behind proper word usage and beyond
5. How to continually improve your writing – new approaches that work!