

happy readers

TEXT STRATEGY for
powerful words
in three steps

*Go to the
website*



*How to
bake a text*



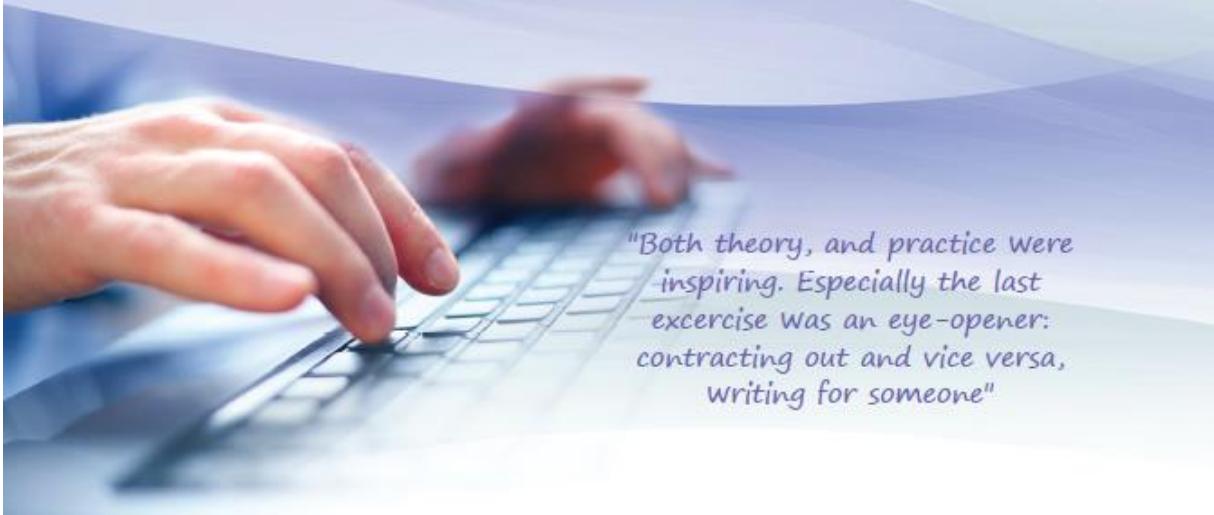
Text Strategy for texts with more effect

Powerful words

Powerful words make it easier for you as a professional to reach your goals, in every branch and in every function. Text strategy results in strong texts. Strong texts make your readers or listeners happy.

Happy readers

You know best what 'happy' means in your situation. A 'happy reader' understands, remembers, accepts or shares your message, gets exactly the right amount of information, feels involved, heard or valued and reacts in the right way.



*"Both theory, and practice were
-inspiring. Especially the last
exercise was an eye-opener:
contracting out and vice versa,
writing for someone"*



Simple to use

Marian Stoppelenburg developed the text strategy method, Three Steps to Powerful Words, based on more than 25 years of experience as a writer, trainer and lecturer in higher education (HBO, WO). She has made communication theory simple to use for every professional for (re)writing, reviewing and contracting out texts in every area of expertise and in any language.

*Prices on-site
Training Text
Strategy*

Documenting your choices

The Text Strategy Training gives you a surprising new view of your own texts and those of others. The key to text strategy is thinking through and documenting your choices before you start writing. Structured text preparation ensures that you start by reaching agreements about the specifications of your final product, the text.

"If you want to know how to prepare and write a clear and concise text you need to take this training."



Products

- Training on-site (English & Dutch)
- Training for individual participants
- Courseware:
 - › E-book 'Three Steps'
 - › Digital tool, TPF
 - › Digital workbook
 - › Online Training Text Strategy
 - › Text Strategy Exam
 - › Certificate Text Strategy

*Go to the
webshop*

Contact

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