

*from
Vivien*

November 2024

Strategic Communication

AUDIENCE-FIRST. HUMAN-DESIGNED. B2B COMMUNICATION. WORKSHOP

CURRICULUM AND PRICING

[FROM-VIVIEN.COM](https://from-vivien.com)

Does this sound familiar?

—Your team's been slaving over your company newsletter.
They've spent weeks researching, poring over reports, and hitting that midnight deadline.

They finally hit send, only to hear... crickets!

Business 2 Business Writing is flipping hard.

— Corporate wants you to write about their new shiny tech but legal won't let you go into too much detail. You've got constraints, complicated products, and multiple decision-makers and target markets.

Your content is going to be ping-ponged from one person to the next and your biggest messaging challenge is trying to communicate all your value to your different audiences without losing sight of your goal.

So I understand the instinct to self-promote and explain everything generically from your company's view, but today's sophisticated Audience are "time-poor - knowledge-rich"

They want Communication that's clear, concise, and written with them in mind.

My goal is to make sure you don't get lost in translation.

Audience First, Human-Designed Communication is the combination of my fascination of human psychology and Copywriting. I believe only by understanding the Why and How the choice of your words affects your audience can you start to craft effective communication that connects with your audience and drives their decision-making.

If you share the same philosophy and want to lead the change in your corporate communication.

Register Your Interest to [Talk to Me](#) to see how I can help your team get to their own a-ha moments and start writing for your audience.

from
Vivien

P.S. I'm a Brit based in Singapore and the UK. I work with companies around the world because Human-designed communication has no boundaries.



Take the guesswork out of writing clear and compelling messaging for your internal and external audience

DAY 1: AUDIENCE- FIRST COMMUNICATION STRATEGY (75-90 MINS)

How to Obsess Over Your B2B Audience

- Connecting Your Features, Benefits, and Finding Your Real Customer Value
- How to write to Your 1 Person when you have multiple audiences (The User, The Buyer, The Decision Maker)
- Pains and Gains What Your Customer Says and What They Mean: How to Use Your Customer's Voice
- Bridging the Gap: How to Highlight Your Positioning as a Differentiator

DAY 3: B2B COPYWRITING (75-90 mins)

Ditch the Boring and Blah:

- The Importance of Selling Concepts
- The Rule of 1
- How to write 1 Second Words
- Clear and Concise: De-jargon your words
- Master the Art of Storytelling
- How to simplify the complex and abstract without dumbing down your tech
- The mystery of Open Loops how to generate curiosity and interest
- The Key Emotional Elements of an effective B2B headline: How to stop the scroll
- Selling the Click Not the Product

DAY 2: HUMAN-DESIGNED: HOW TO CUT THROUGH THE NOISE (60-75 mins)

Introduction to Psychological in Copywriting:

- Hand-picked BRAIN HACKS for your Industry and audience
- How to Show not Tell your Value
- The Importance of Visual Hierarchy in Your Communication Design

DAY 4: PEER REVIEW (75-90 mins)

Solidify Your Teams Learning

- How to Create Your Message Map
- Learn by applying and practicing the techniques and frameworks
- Get feedback on your Teams messaging with a Comprehensive Review, Evaluation, and Diagnosis
- Samples may include but not limited to: Your Internal and External Communications, Blogs, Newsletters, Emails, Articles, White Papers, and Social Media Content
- Q&A

Build your talented in-house team's messaging skills in days, not months, and get everyone on the same page (pun intended)

Register Your Interest

- **Small Team 2-6 people \$3900 USD**
- **Mid Team 7-12 people \$5200 USD**
- **Contact me For Teams over 12+**



A refreshing, immersive, copywriting training experience for any business professional who tackles complex messages and creates B2B content

- Save time and tears on rewrites and revision.
- Write content that gets your buyer's attention
- Align your Company's messaging in days not months

Fine Print:

- ***Curriculum descriptions may change depending on your business Industry and Market.***
- ***Timings may vary due to Workshop Size***
- ***Every Training is tailored to your Industry, your Customers, and Communication Platforms.***
- ***Live Online Workshops are best held over 4 consecutive days***

“Each of us took away some things that we’re using in our writing....the workshop was a solid grounding for the team

SHARYN N

VICE PRESIDENT, COMMUNICATIONS
& GOVERNMENT AFFAIRS
W..R. GRACE
WASHINGTON DC, USA

“Such simplicity that it opened my way of thinking. Made this work exciting in a way I never imagined.”



NINA S

EXECUTIVE DIRECTOR
KANSAS, USA

“This really gave me a different perspective on how we can impactfully market to our audience.”

BRANDY L

MANAGER
BUFFALO NY, USA

“We needed fresh eyes for our future newsletter. We needed an updated journalistic style, short, attractive, and punchy.



DANNY K

CHAIRMAN NATAN
HUMANITARIAN

I was impressed by your professionalism, quick answering, and creativity”

“provided our organization with great insights and solutions.

If you need support with your branding, internal/external communication, she is the person to connect with.

Overall grateful for this experience and the outcome!”

CHRISTIAN O

MARKETING
COMMUNICATIONS
MANAGER
WISCONSIN, USA



Dear {Boss Name}

I hope this letter finds you in a state of perpetual awe at our Communication Team's accomplishments.

We've been working tirelessly to keep our organisation in the loop and spread the word about our fantastic projects - and, modesty aside, we thought we were pretty much nailing it. But what if we could be even more awe-inspiring?

In our quest to become communication superheroes, we've come across a once-in-a-lifetime opportunity to attend an advanced Communication Training that focuses on Human-Designed Messaging created specifically for ambitious communication wizards like us and we're convinced that participating in this elite training will not only catapult our team to new heights but also leave the entire organisation breathless with admiration for our skills.

Imagine the possibilities:

- We could charm stakeholders with the art of persuasive storytelling.
- We'd become masters of navigating social media and unopened newsletters
- Our team would become so proficient in internal communication that office gossip would cease to exist.

Now, I know what you're thinking: "But what about the cost?" Fear not, for we've crunched the numbers and concluded that the potential benefits far outweigh the investment. Think of it as a magical potion that could transform us into communication unicorns - a rare and coveted breed of professionals, capable of capturing hearts and minds with a single, well-crafted message.

So, dear [Boss's Name], we humbly request your blessing (and, let's be honest, the funding) to embark on this transformative journey. With your trust and support, we'll unleash our inner communication beasts, mastering the art of connecting people and ideas like never before.

Yours in humour and humility,

[Your Name]

**Register Your
Interest**