



WORKSHOP MENU

Writing & Selling Freelance Articles

With Rhonda Whitton

This practical workshop is for those who want to improve their writing skills in relation to correspondence, reports, submissions, web content, press releases, etc. Participants learn basic clear writing skills then apply these skills to the various forms of written communication.

It introduces participants to the following:

- clear writing techniques
- writing to an audience
- models for the various forms of written communication
- editing their own work
- how to avoid overwriting (waffle)

Rhonda Whitton has the following qualifications:

- BA (Journalism),
- Diploma of Vocational Education and Training
- Certificate IV Workplace Assessment and Training
- Certificate in Quality Management.

She also co-ordinates, and teaches in, the Professional Writing & Editing Diploma at the Gordon Institute of TAFE, Geelong - (half time basis). Rhonda delivers corporate training on all aspects of writing and conducts seminars, masterclasses, workshops throughout Australia for writers of all genres. She has worked as a university HR practitioner for 21 years, specialising in academic issues, special projects and corporate writing. Rhonda is also a professional freelance journalist, writing for newspapers and magazines and has published the following:

- *The Australian Writer's Marketplace (five editions)*
 - *A Decent Proposal: how to sell your book to an Australian publisher*
 - *Mission Possible: how to make money from your writing*
-