

3Creative Writing Skill: Persuasive Content

- Are you interested in producing seductive and persuasive content that captures attention on social media?
- Do you want to learn how to win customers' hearts through powerful and engaging writing?
- Would you like to master hypnotic writing techniques that turn words into influence and impact?

Introduction

In the digital era, where information flows endlessly across screens, the way we write has transformed. Human attitudes and behaviours have shifted alongside the industrial revolution, and creativity in writing now demands more than good grammar or sentence structure. To truly stand out, content must be persuasive, emotionally engaging, and strategically designed to influence readers. The Humanology Creative Writing Program is built on behavioural insights and equips participants with hypnotic writing techniques that make words more than text—they become tools of attraction and persuasion. Through this program, you will learn how to craft messages that are not only noticed but remembered, helping your organisation produce compelling content that resonates, especially on social media platforms.

Program Objectives

This program aims to

- Provide fundamental of writing skills with behavioural insights
- Expose participants with hypnotic writing skills that produce seductive and persuasive content, especially in social media.

Learning Outcomes

After completing this program, the participants would be able to

- Apply hypnotic writing skills in creative writing
- Compose persuasive and seductive content in social media.
- Apply word architecture in writing skills
- Produce a seductive and persuasive content

Who Should Attend?

Marketing personnel, Marketing Managers, Business Developer, Senior Management, and

anyone who manages social media content

Methodology

Interactive lecture, videos, presentation, discussion, case study, case simulation, Socratic questioning, flipped classroom, brain-storming, worksheet, problem solving, inductive method, team exercise, peer to peer, action learning, coaching and mentoring

Program Outline

Day One	
Time	Program
9:00am - 10:30am	Creative Writing Skills: Industrial Revolution With the Industrial revolution, we depend on the digital platform to attend to information. Hence, creative writing skills that address digital writing plays an important role in shaping people's attitudes and behaviour. This module provides the evolution of writing skills from printing to the digital platform.
10:30am - 11:00am	Tea Break
10:30pm - 1:00pm	Fundamental of Creative Writing Skills: Hypnotic writing Hypnotic Writing is a form of waking hypnosis. It is characterized by a focus of attention. It is a trance state where you are wide away but focused on something you are reading.
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	Word Architecture in Creative Writing Hypnotic Writing achieves this state by the right use of words to create mental experiences. In other words, you get people so interested in your website, or e-mail, or sales letter, that almost nothing else matters. And if you do this right, your Hypnotic Writing will lead your readers to take action.
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	Practical Session I In this session, the participant would apply the creative writing skills in creating social media content. The participants would experiment with a different writing style that applies hypnotic writing skills.
Day Two	
Time	Program
9:00am - 10:30am	Understanding Human Behaviour: Art of Persuasive In this module, the participant would learn the art of persuasion to

	convince someone to change their beliefs or do something you suggest. Understanding the art of persuasion especially in content writing can not only help you learn how to influence others; it can also make you more aware of the techniques others might use to try and change your beliefs and behaviours.
10:30am - 11:00am	Tea Break
10:30pm - 1:00pm	Applying NeuroScience into Creative writing In this module, the participants would learn the secret to write in order to leave a significant impact on our brain. The participants would learn the techniques that trigger the impact on human learning, human memory in creative writing skills.
1:00pm - 2:00pm	Lunch
2:00pm - 3:30pm	Nudges and Creative Writing The nudge is the gentle encouragement based on the technology of the decision making process. The effect of nudge brings the remarkable power of change, of human behaviour for cost-effective actions. In this module, the participants would learn the concept of FEAST in designing an impactful strategy in creative writing. Application of nudges enable you to influence human decision making without the person realised it.
3:30pm - 4:00pm	Tea Break
4:00pm - 5:00pm	Practical Session II In this module, the participants would compose the full content of social media that is able to influence the human decision.