



**Number #1
feedback 2005:
Brilliant for boys!
Active, interactive
and accessible.
They love it. This
has made a huge
difference to their
writing!**

*The most important
thing was the
concept of the Seven
Steps and the
simplicity it gives to
the writing process.*

*Brilliant, useful,
practical. An easy
to follow and a
sensible approach to
helping children
write.*

*What an exciting,
fun approach to
writing!*

*Fabulous.
Stimulating. Useful.
Practical. This
would work with all
students.*

*Excellent - so
helpful. These
concepts seem like
common sense but
no one has actually
verbalized it in this
way.*

Seven Steps to Writing Success Parent Presentations

**Used in over 850 schools in Australia and the USA.
Now we bring the program to parents!**

Why the *Seven Steps*?

Ever noticed how we learn complicated things in chunks? Take sport - in golf we learn the drive, chip and putt. In tennis, we practise the forehand, backhand, serve, volley and smash...

Yet in writing we ask kids to do the whole 'tennis match'. 'Write me a story,' we say - and then wonder why they find it so hard...

The *Seven Steps to Writing Success* is a unique program that breaks down writing into the seven main skills. This makes writing techniques easy to teach and even easier to learn.

The workshops include:

- Real life examples from a professional author
- An amazing range of fun AND fast moving activities which kids love
- Great 'before' and 'after' examples to show how easily you can make a difference
- No 'talking heads' - roll-up your sleeves and learn by doing with your child!
- Proven ideas to enhance creativity - great ideas to try at the dinner table
- Makes it easy for parents to help their kids with writing
- Extends your own writing skills too!

The advantages for you:

- Totally practical. You can take the *Seven Steps* back home and start it the very next day
- Great back up products (workbooks and technique sheets) if you want more
- It's simple - so the program actually acts as fun at home
- Amazing extension for gifted and talented writers - they will thrive!
- Simple step-by-step progression
- Exceptional ideas for engaging boys.

If you want to learn about writing ask an author...

The *Seven Steps* material has been created by Jen McVeity, international keynote speaker and author of over 20 books. Jen is a Churchill Fellow, a Federal Government Literacy Champion and the Board Chair of the Society of Children's Book Writers and Illustrators, the largest writing organisation in the world. www.jenmcveity.com



In 2005, over 94% of participants rated the *Seven Steps* workshops as 'inspiring', 'practical' or 'outstanding.'

Outstanding. So many more ideas. It has all been so concrete and so very usable... Vital and invigorating presentation.

We got modern ideas of a contemporary writer, in touch with what children like to read!

Very professional and practical. A well developed procedure that works.

An interesting and inspiring presentation. Thoroughly enjoyed the day. Will remain with me.

The Seven Steps - so logical - reducing a huge daunting task to manageable pieces.

Parent Workshops

Inspiring, empowering and entertaining - you won't forget these workshops. Many workshops can combine parents working with their children in active and entertaining writing sessions.

Seven Steps to Writing Success (Full Day)

The *Seven Steps* program is so practical and easy to learn, parents can see a significant improvement in their children's writing in just days. Show your children:

- How to write five terrific story starts in five minutes
- Top author 'cheats' to make dialogue sound terrific
- A 'story graph' guide to solve all those planning problems
- Ways to use body language to 'show, not tell'
- A ten minute exercise guaranteed to create edge-of-the-seat tension scenes
- A fantastic way to get rid of 'all the boring bits...'
- How to brainstorm a hundred story ideas in ten minutes!

There's even a fascinating exercise with a paperclip and string which shows how the creative mind works - and how you can maximize creativity in your children.

Top Three Steps to Writing Success (2.5 hr workshop)

Expert, effective and amazingly easy to implement, these are the top three techniques that will change kids' writing from boring to brilliant in just a few hours! Discover how your kids can:

- Plan for Success - and brainstorm a hundred story ideas
- Create Sizzling Starts - and write five fabulous starts in five minutes
- Team up for Tension scenes - and add real excitement to their writing.

An action-packed workshop based on Steps 1-3 of the Seven Steps.

Next Four Steps - Come Back for More (2.5 hr workshop)

People always want more! Now you have the chunking system mastered, come and learn the next four steps to really fast track your children's skills. You'll learn how your kids can:

- Write dynamic dialogue - and learn the four levels of conversation
- Show, Don't Tell - to make characters come alive
- Ban the Boring Bits - no more lists of friends, what they ate or when they went to bed.
- Create Exciting Endings - avoid the 'And then I woke up' endings forever.

Mum/Dad, Will You Read my Story? (2 hr workshop)

Don't just check the spelling! Discover twenty ways to praise, empower and promote improvement in your children's stories. Including:

- Top questions to help kids plan a story
- How to offer suggestions so they don't get offended
- The difference between 'helping' and 'doing' the work for them
- When (and when not) to correct the spelling
- Learn the power of what to say and when - so your kids will come back to you again!

A sample of a real life story 'makeover' is given to all participants so you can see the difference these simple suggestions make.



Last year over 3000 people in Asia, Australia and the USA attended one of the *Seven Steps* workshops.

Excellent, great fun and very informative. It's amazing just how simple editing kid's work is when you know how.

Most interesting - this is interactive and can work with ALL [children] not just those who are 'bright' 'good writers' etc.

Fantastic! Excellent activities that were enjoyable to do....

Great - it's given me heaps of ideas for getting started. Breaking up writing into chunks was most important.

It has already made a huge difference to the children's writing. The excitement that it has generated has been amazing!

Creating Creative Kids

(2 hr workshop)

'Back then I was called a day dreamer. Now I am called a writer.' (Paula Danziger.)

Step into a creator's mind and discover how authors tap into both the creative and the logical sides of their brain to turn that first tentative idea into a story. Along the way, find the answers to these questions:

- ◆ Why do the best ideas come to you in the shower???
- ◆ When writing, should your child just blurt it out, or should they edit as they write?
- ◆ Should kids worry about spelling as they write?
- ◆ What happens when a kid (or adult) 'grabs' the first idea that comes. (A fun experiment)
- ◆ When should the creative side of the brain be given free rein - and when should the logical, more critical side, kick in?
- ◆ How can you tell if your child really is working when they are staring out the window?

Finally, take part in a fantastic Creative Flow activity and see how a paper clip and piece of cotton can help tap into the creative side of the brain quickly and easily.

There's nothing 'fluffy' or airy fairy theory here, this gives parents the knowledge – and the tools - to enhance the creativity of all their children.

One Step at a Time (8 x 1.5 hr Series of Workshops)

Parents (and their children if you want to include them) team up to laugh, learn and write in this series of practical and proven workshops.

Our popular presentations are based on the *Seven Steps* program where writing is broken down into easy and memorable stages. All seven steps are available in single workshops. For example:

Step 1: Plan for Success

We tell kids to plan but do we really show them how? The Story Graph is a fantastic visual boost to explain how to map out a story. Plus kids will never ask again 'But what will I write...' when they try the Never Ending Ideas activity - over 100 story ideas in minutes.

Step 2: Sizzling Starts: No more 'I got up that morning and got dressed....' Have kids laugh, learn and swear NEVER to start stories the same old boring way again. Includes the fabulous exercise Five Minute Fast Starts. Kids love it!

Step 4: Dynamic Dialogue: Discover how to 'cheat' to make dialogue sound terrific, how to get rid of boring 'Hi, how are you...I'm fine...' bits, the four levels of conversation, and how to use body language to make characters come alive

Inspiring, empowering and entertaining - kids and their parents won't forget these workshops.

Seven Steps Monthly Newsletter - FREE

BONUS! Every workshop participant is entitled to enrol in our monthly email of top writing techniques covering the whole *Seven Steps* program. It's like your own personal coaching program for free!

Website: www.sevenstepswriting.com

Email: office@sevenstepswriting.com