

One Day Garden Writing Course

Getting you started in the exciting process of garden writing



Course details

This is a fun and relaxed day course that will get you well under way with garden writing.

Discover how to find inspiration and write about topics you love.

Traditional writing for publication and for the digital age under the guidance of Elly West, a qualified garden and planting designer whose experience includes Gardener's World Magazine.

Topics covered

- Practical writing exercises
- Blogging
- Social media
- Proofing and editing
- Professional presentation

What else

Your day with us includes a delicious lunch and starts with welcome tea & coffee.

There are lots of examples of published work to discover in the schoolroom.



More about this course

Tutor Elly West

A one day course that will investigate the different types of garden writing, and the ways you can use writing about a subject you love as a tool.

On this course you will discover the range of potential markets for garden writing, and the possible ways to earn an income from your writing.

We'll look at core writing, proofing and editing skills, and how to develop your personal style and tone, with real-life examples of how work is edited in-house to publication standard.

Discover potential sources of inspiration, how to target an audience and perhaps most importantly, how to present your work professionally to get it published.

We'll also discuss writing in the digital age and the added opportunities for garden writers, looking at social media marketing, the internet and particularly blogging as a method of effective communication.

If you want to use writing to launch a new business in the gardening industry, or promote an existing one, we can give you ideas about how to do this, looking at the differences between adverts, advertorials and editorial, with tips on how to write a press release, and the basics to get you started building a website or blog.

Topics include

- Practical writing exercises
- Blogging
- Social media
- Proofing and editing
- Professional presentation

Tea, coffee and a delicious lunch are included and all levels of previous experience welcome, including absolute beginners.

Come and get to know like-minded people and escape from your busy schedule to our lovely rural location.

Courses will only run with a minimum of three students per course.