

# The Finesse Writers' Retreat

Itinerary

9:30

Saturday, September 11 2021



[byfinessegroup.com/writers-retreat](https://byfinessegroup.com/writers-retreat)



**A day dedicated to making you  
a better and more confident writer!**

Saturday, 11 September 2021

**In-person event**

Time: 9:30am–4:30pm (CET)

Location: The Palace Hotel, Sliema,  
Malta

**Webinar:**

The Ultimate Writer's Checklist  
with top US copywriter Katie Lantukh

Time: 2:15pm–3:45pm (CET)

(If you're attending online only, you'll  
receive the Zoom link by email!)

# Itinerary

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**\*In-person only**

**\*\*In-person & online**

9:30am	<b>*Arrival time, registration, introductions &amp; refreshments</b>
10:00am	<b>*Welcome by Jo Caruana</b>
10:15am	<b>*The Coach's Guide to Writer's Block: A Cognitive Approach to Unblocking Your Creativity by mindset coach Jonathan Shaw</b>
11:15am	<b>*Quick break</b>
11:20am	<b>*Let's Get Writing! Part 1</b>
12:30pm	<b>*Lunch</b>
1:15pm	<b>*Let's Get Writing! Part 2</b>
2:15pm	<b>**The Ultimate Writer's Checklist: Write This Way to Get Paid by top US copywriter Katie Lantukh**</b>
3:45pm	<b>*Tea &amp; coffee break</b>
4 pm	<b>*Your Roadmap to Copywriting Success</b>
4:30pm	<b>*End</b>



# Speakers

Jo Caruana

FOUNDER & CEO,  
FINESSE GROUP



Jo has been a copywriter for over 15 years. She's trained and mentored countless other writers – some of whom have even joined her team at Finesse and others who write creatively and commercially all over the world!

Having already launched the Finesse Writers' Club to share her expertise with other writers, she's now excited to impart even more insight and tips at the Finesse Writers' Retreat – so you too can take your writing goals to the next level.

## Jonathan Shaw

FOUNDER & LEAD COACH,  
COACHING MINDS



Jonathan is driven to transform ideas into reality, propel projects forward, find solutions, connect people and add real value for his clients. After a long career in business leadership, Jonathan opted for a change in 2015 and embarked on a sabbatical: an intense Swimrun training regime, which then led to him becoming trained in Cognitive Behavioural Coaching at the Association of Coaching in London. Now, Jonathan coaches leaders and their teams to drive success, and he also occupies various Director positions.

**Jonathan will bring us *The Coach's Guide to Writer's Block: A Cognitive Approach to Unblocking Your Creativity*.**

We'll explore the nature and source of writer's block, and understand how a radical shift in thinking can break down barriers and create a path forward. You'll leave with the cognitive tools you need to map out your own personal approach to writing.



## Katie Lantukh

**FOUNDER &  
CHIEF COPYWRITER,  
MURPHY MARKETING**

Katie runs US-based Murphy Marketing, a certified StoryBrand Agency that focuses on message strategy and copywriting. Katie knows it is difficult to pause working long enough to create effective messaging. That's why she has spent the past 10 years helping organisations find the right words to express their cause and invite others to join in. With a background in marketing, digital communications and journalism, she helps clients figure out what to say in their marketing materials.

**Katie will share The Ultimate Writer's Checklist: Write This Way to Get Paid – just what you need to gain momentum and elevate your commercial copywriting.**

You'll learn how to create killer copy with a proven step-by-step process that will keep your copywriting customers returning for more of your writing.



# Writing Activities

## Let's Get Writing! Parts 1 & 2

Our vision for the Finesse Writers' Retreat is to create a space that encourages you to invest time in becoming a better and more confident writer. And part of that means getting used to what it's like to write content out in the real world for real clients.

So that's exactly what we're doing: giving you the opportunity to take on a quasi real-life writing project together with your writing peers.

**Sometimes, there's nothing quite like just giving it a go!**





## You will:

- Get a writing brief from a client with clear deliverables
- Receive tips and tricks for writing and editing commercial content
- Plan your writing project
- Use writing inspiration prompts and conduct research
- Write commercial content
- Edit your work
- Deliver your writing project to the client

By the end of the two writing sessions, you'll have experienced what it's like to receive and interact with a client's brief and write to a strict deadline. The bonus? We guarantee you'll have fun along the way!






# Your Roadmap to Copywriting Success

Too many experienced and aspiring writers spend week after week thinking about how to improve their writing skills or how to increase their copywriting momentum. But they don't make enough time to actually work on their career.

**The truth is, it all starts with a good plan. And it then continues with committing to and following that plan.**

That's why, at the Finesse Writers' Retreat, you'll take the time to finally focus on you, to reflect on your writing goals, and to set out your roadmap for copywriting success.

With your vision and goals in hand, you can really get clear about what you want for your life as a writer. And that is when you can put in the work to make your writing dream happen. We can't wait to help you get started!



We can't wait to  
see you there!

[byfinessegroup.com/writers-retreat](https://byfinessegroup.com/writers-retreat)