

WRITING COURSE DESCRIPTIONS

The description of your course is your selling and marketing instrument. This as much convinces readers that your class is sufficiently valuable for them to commit their time and money to take it. Here are five tips for writing interesting and informative course descriptions.

1. Use incomplete sentences.

Incomplete sentences communicate in a more personal, friendly way.

2. Write in the second person.

Writing the course description in third person is a “distancing” strategy. “The participants will have an opportunity to...” refers to them. When you write the same sentence as “You will have an opportunity to...” you are using inclusive language. Consider using action words from the list below.

3. Short course descriptions.

Keep the length to 50 words or fewer per course description, excluding titles, instructor name, date, times, and location.

4. Include instructor information.

It is important to include some information about the instructor at the end of the course description. Instructors are often the reason that people sign up for a class and increases the credibility of your course. Statements such as “Mary Smith has been making quilts for 50 years” will establish Mary’s experience and give participants an idea of the skill level of their instructor. This should be about 50 words as well.

5. Start on the right foot.

Attract your students with the first sentence using one of the five different techniques below.

- Use an impressive fact, such as: *“Lighting is the key to good photography.”*
- Use humor: *“Since chocking is not an option for dealing with difficult people...”*
- Use a benefit of participation: *“There are at least ten ways to increase your retirement savings, and you can put all of them to work for you in one week.”*
- Use a definition: *“Bati is the age-old art of dying cloth using wax and dye.”*
- Ask a question. This will immediately engage the reader, who will inevitably want to find out the answer: *“Why does my car go ‘ping, ping?’”*

Action Words

Accelerate	Accomplish	Achieve	Acquire
Act	Activate	Adapt	Add
Adjust	Adopt	Advance	Advertise
Advise	Aid	Allocate	Alter

Analyze	Answer	Anticipate	Apply
Appoint	Approve	Arrange	Aspire
Assess	Assign	Attain	Attract
Audit	Author	Authorize	Automate
Balance	Bargain	Become	Boost
Broaden	Build	Buy	Calculate
Capture	Chair	Champion	Change
Chart	Clarify	Classify	Clear
Close	Choose	Collaborate	Collect
Combine	Compare	Compile	Complete
Compose	Conceptualize	Conclude	Condense
Conduct	Connect	Conquer	Consolidate
Construct	Consult	Contract	Contribute
Control	Convert	Convince	Coordinate
Correct	Create	Critique	Cultivate
Cut	Debug	Decentralize	Decide
Decreased	Define	Delegate	Deliver
Demonstrate	Design	Determine	Develop
Devise	Direct	Disclose	Discover
Distribute	Document	Double	Draft
Dream	Earn	Edit	Eliminate
Employ	Enable	Exchange	Expand
Expedite	Encourage	Energize	Enforce
Engage	Engineer	Enhance	Enjoy
Enlarge	Enlist	Enrich	Ensure
Evaluate	Examine	Exceed	Excite
Execute	Experiment	Explain	Explore
Establish	Expose	Extend	Extract
Facilitate	Finance	Focus	Forecast
Formalize	Form	Find	Furnish
Gain	Gather	Give	Generate
Grant	Grasp	Guide	Handle
Head	Hire	Host	Identify
Ignite	Implement	Improve	Increase
Influence	Inform	Initiate	Innovate
Inspect	Inspire	Install	Instigate
Institute	Instruct	Integrate	Intensify

Interpret	Interview	Introduce	Invent
Invest	Investigate	Invite	Isolate
Issue	Join	Judge	Launch
Lecture	Lead	Locate	Maintain
Manage	Market	Master	Maximize
Measure	Mediate	Mentor	Merge
Meet	Minimize	Mobilize	Modernize
Modify	Monitor	Motivate	Multiply
Negotiate	Nurture	Obtain	Offer
Open	Operate	Orchestrate	Order
Organize	Outline	Overcome	Overhaul
Oversee	Pay	Perfect	Perform
Persuade	Pioneer	Place	Plan
Position	Prepare	Present	Preside
Prevent	Price	Prioritize	Process
Procure	Program	Project	Promote
Propose	Prove	Publicize	Publish
Purchase	Pursue	Qualify	Quantify
Quote	Raise	Rate	Recommend
Reconcile	Record	Recover	Recruit
Rectify	Redesign	Reduce	Refine
Refresh	Regain	Regulate	Reinforce
Reject	Remedy	Remodel	Renew
Reorganize	Repair	Replace	Report
Represent	Request	Research	Resist
Resolve	Restore	Restructure	Retain
Revamp	Reveal	Reverse	Review
Revise	Revitalize	Reward	Save
Schedule	Screen	Secure	Select
Send	Separate	Serve	Set
Shape	Shatter	Shorten	Simplify
Sell	Solidify	Solve	Spearhead
Specify	Speak	Spur	Stabilize
Staff	Start	Stimulate	Stop
Streamline	Strengthen	Stretch	Structure
Study	Submit	Succeed	Suggest
Summarize	Supervise	Supplement	Supply

Supplement	Support	Surpass	Survey
Survive	Synchronize	Synthesize	Tailor
Target	Teach	Terminate	Test
Tighten	Trade	Train	Transfer
Transform	Translate	Transmit	Travel
Triple	Understand	Unite	Unleash
Update	Upgrade	Utilize	Validate
Verify	View	Vitalize	Widen
Witness	Win	Write	