

# 30-DAY *Writing Workout*

A short sharp programme  
that can be slotted into a busy day



*all about writing*   
courses for people passionate about writing

## ROLL UP, ROLL UP!

It's time to sign up for the year's most exhilarating writing experience.

Every day for thirty days we'll challenge you with a brand-new fresh-out-of-the-box exercise that'll test your imagination and stretch writing muscles that haven't had a proper workout in yonks.

And every day, Jo-Anne Richards or Richard Beynon will comment on your writing – and at the end of each seven day cycle, one or other of them will give you detailed feedback on your work.

There's more.

Because we work on an online, interactive platform, you'll share your work (don't be scaredy cats – sharing is caring!) with all your fellow aerialists, and be able to read our notes on their submissions.

We guarantee that you'll learn as much from reading their work, as you will from writing your own.



Sign up for this stimulating online programme which will, over just 30 days, make a real and lasting difference to your writing.

Please contact [admin@allaboutwritingcourses.com](mailto:admin@allaboutwritingcourses.com) now to reserve your place.

*Only 30 places available.*

## WHAT EXACTLY IS THE 30-DAY WRITING WORKOUT?

A short sharp programme that can be slotted into a busy day.

Each day we'll deliver, a solid piece of practical advice, followed by a simple but challenging writing exercise which will not only motivate you and help build your discipline, it'll also warm you up for bigger writing challenges.

It will take participants between thirty and sixty minutes a day to read the notes and do the exercise.

It's a fresh look at hands on writing skills.

A reminder of some absolute fundamentals that often get forgotten, but which can transform writing.

It will focus on the bricks and mortar of writing: how to choose the right word, how to write the most effective sentence, how to translate the observed detail into compelling description.

Participants will receive personal feedback every day and lengthier feedback on four of the assignments.



creative  
discipline

daily  
writing  
practice

personal  
feedback

## WHO SHOULD DO THE WRITING WORKOUT?

People who are passionate about writing

Writers looking to hone their craft

Writers who want daily writing practice

Writers who have had a hiatus and need to get themselves writing again

Those who want to build their discipline for writing

Anyone looking for a morning exercise to use the creative brain - like morning pages

## HOW CAN YOU USE THE COURSE?

As a daily motivation

As a refresher programme

For dipping your feet into creative writing

As a creative discipline for anyone wanting to exercise that side of their brain

## COST AND PAYMENT

Cost: ZAR 2 250

Payable in USD or GBP via PayPal - let us know if you'd like us to send you a PayPal invoice.

## IT'S THE BEST VALUE-FOR-MONEY WRITING COURSE IN TOWN – AND HERE'S WHY:

Thanks Richard and Jo for organising the best writing boot camp ever. I can't believe the amazing value for money this has been. Apart from the encouragement, astute feedback and sheer fun of it all I think the real gift that the course imparts is forcing one to write every day... to the point that it's become a habit for me (yay!). Which is what writing should be, among other things! – *Adalbert Ernst*

Thanks for all the input and hard work you put into the course. The feedback was great and very helpful. Reading all the contributions and the comments was very productive and inspiring. The course has been quite tough at times but inspiring nevertheless. I've learnt a lot and thanks Jo-Anne and Richard for the gentle way you have of pointing out how we could improve and encouraging us. – *Lindsey Sanderson*

Richard and Jo-Anne, thank you for a fantastic month. I have grown tremendously in my writing and the discipline of having to write every day has been an eye opener. – *Howard Fox*

Jo-Anne and Richard thank you for this powerful series of lessons and insights. The most valuable part I gained was discovering that one never gets time to write – one has to simply make that time. – *Adrienne Addinall-Kokkas*

I add my gratitude for a wonderful experience. – *Fiona Robinson*

Thank you Richard and Jo for a great workshop. I've learnt so much. – *Jane Meenehan*

I'm officially suffering from WWW (Writing Workout Withdrawal)! Thanks so much to Jo-Anne and Richard for a fab month of great exercises and kind but 'on the nose' feedback. And thanks to all of the writers on the group for a strong feeling of community, for inspiration and good laughs. It's been a great experience and I've learnt a lot! – *Cathy Kelly*

...and so, to bed!!! I have LOVED this, but I am SO glad we're done!!! Jo / Richard – you are supercalifragilisticexpealidocious. – *Liz Dewing*

Thank you so much Richard and Jo-Anne. The course has been incredibly challenging, and I've learnt so much. I've finally (along the way somewhere) broken through my dialogue-hating-ceiling, so I'm very pleased with that! And thanks to all the participants. It's been great to see this journey through with you all. Your talent, enthusiasm, commitment and honesty have been truly inspiring. – *Megan Armstrong*

Thanks so much Jo-Anne and Richard, you guys rock. There'll be some celebration that it's over but plenty of withdrawal symptoms. Everyone must keep writing. I am sure there are a few best sellers going to come out of this incredibly talented group of wonderful writers. *Clive Godchild-Brown*

Thanks for the brilliant course. Amazing what one can learn in 30 days and the discipline was also good. Every success to all the brilliant writers – I hope you all become famous! – *Janet Lopes*

## IT'S THE BEST VALUE-FOR-MONEY WRITING COURSE IN TOWN – AND HERE'S WHY:

Thank you Jo-Anne and Richard, for a brilliant 30 day workout. It was everything and more than expected. As always, the feedback was incredibly thorough and helpful. I cringe at my mistakes but am so thrilled that they are pointed out. It makes the favourable comments even more special! I don't think we'd find better mentors anywhere in the world, so am very grateful to be part of your writing family. I am going to try and keep the discipline myself now, but if there is next one...I'm in. – [Gail Gilbride Bohle](#)

Thanks for the course. It was most enjoyable. – [Dorothy Vlietstra](#)

Thank you for a 30-day rollercoaster ride! It was exhilarating with pre and post adrenaline rushes. Sometimes downright exhausting. Throughout it all you guided us with not only the exercises, but also constructive feedback and support. I felt how my boundaries were stretched as I ventured into new areas and ways of expressing myself. This is an awesome course! Well done. I'll miss the group interaction and quirky commentary. It was an eye opener to see how the same exercise could spark so many different pieces. Well written pieces which I often read with a great deal of envy! So, fellow workout-ees, thank you very much for a fun 30 days and let's keep writing. – [Melanie du Plessis](#)

Thank you for such meaningful comment, Jo-Anne – ditto both of you throughout our workout. I've so enjoyed it, and learnt soooo much. Anticipate withdrawal symptoms from tomorrow. A very big iDankie! – [Darryl Boswell](#)

AND a big thank you from me to Richard and Jo-Anne. I have found the most wonderful gift in this: to make time to write. I could feel the magic happening, even though I only had 30 minutes to plan and create. Your feedback was spot on, every time. Thank you. And to everyone else here, Thank you for reading, commenting, co-creating. It has been inspiring to read your work. Write write write! I'm sure we'll see you/ read each others work again soon in future. – [Merle Grace](#)

Thank you Josie and Richard. You've taught me to honour the craft of writing by refusing to be beaten by the daily challenge of writing even when I didn't have an idea in my head. You are extraordinary teachers. You've taken our writing seriously and over the past 30 days with gentle nudges you have shown us what was good and what still needed to be worked on. You've made us believe we could be REAL writers. I've enjoyed being part of this group of talented and stimulating writers. They have shown me that interesting writing is about incorporating both imagination and one's life experiences into any topic. They've allowed me to meet characters who are vulnerable, brave, funny, romantic... and I've been charmed. – [Angela van Schalkwyk](#)

I feel sad today. Every morning for the past month I have had a surprise waiting for me. It's like having Christmas for thirty days in a row! My daily workout has become integral part of my routine. I shall miss it dearly! I have gained so much knowledge, acquired many skills and been given a plethora of fine tools that I will carry with me for the rest of my life. I thank you so much for your time, your inspiration, your patience and your understanding. You are the best mentor I could wish for. Thank you for sharing your profound knowledge and experience with me. – [Julien Erwin](#)

I echo everything above. It has been a wonderful challenging month. Thank you. – [Bonnie Espie](#)

## WHO ARE WE?

Celebrating its 10th anniversary this year, All About Writing was founded by two writing professionals, Jo-Anne Richards and Richard Beynon, who are passionate about writing.

We've devised our courses to help communicate that passion – plus the skills that make it all much more than an academic exercise – to others with a similar calling.

Operating from Johannesburg and Simonstown in South Africa and from Narrowboat Patience on the canals and rivers in the United Kingdom, we offer courses, both online and face-to-face, that promote good writing. They include creative writing courses, intensive online writing workouts and a mentoring programme as well as workshops and writing retreats including our annual retreat in Venice, Italy.

*Jo-Anne Richards* is an internationally published novelist with a PhD in Creative Writing from Wits University. Her first novel, *The Innocence of Roast Chicken*, was originally published by Headline Review in the UK, and has recently been rereleased as one of the prestigious Picador Africa Classics collection. She ran the Honours programme in Journalism & Media Studies at Wits University for fifteen years.

*Richard Beynon* is an award-winning film and television scriptwriter with a long and accomplished career in the industry. He has written for – or headed the storytelling teams of – many of country's most popular soaps, dramas and comedies. These include *S'gudi snaysi*, *Going Up*, *Soul City*, *Isidingo*, *Scandal*, *Rhythm City* and *Isibaya*. He has lectured on writing for film and television at Wits.

Sign up for this stimulating online programme which will, over just 30 days, make a real and lasting difference to your writing.

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