

# TRAINING

REACH YOUR POTENTIAL, EXCEED YOUR LIMITS

# PROFILE

PERSUASION & INFLUENCING SKILLS

TRAINING WEBINAR/ WORKSHOP

FREELANCING & ENTREPRENEURSHIP

LIFE SKILL: FIRST AID

THE ART OF COPYWRITING

CUSTOMER SUCCESS

WRITING-RELATED SERVICES

AT YOUR SERVICE

EDUCATIONAL TUTORIAL VIDEO

TRAIN WITH PURPOSE, SUCCEED WITH PASSION



**MERAKI** WORD CRAFT  
Words that Open Hearts

## Your Upskilling and Reskilling Solution

Very interesting workshop. I gained a lot of understanding in a short time. Look forward to another workshop on the secrets of influencing. This session is too short. ~Nurilyana1206 | KL-MY

I am new to this and Agnes made it effortless. Will definitely consider rehiring her for my next project. Communicates well and on point. Thank you so much, you're awesome! ~Chelvakumarc | MK-MY

**THE HEARTS WE TOUCHED**

The facilitator was able to engage my attention throughout the workshop. Great insights into the role of copywriting. ~DC/SSB21032 | PG-MY



# Content

## CONTENT INFORMATION

1. Course Title
2. Course Synopsis
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## The Subtle Secrets to Influencing Yourself & Others

### Field:

The Psychology of Influence  
Copywriting | Marketing

### Facilitator:

Agnes Chin

Ever found yourself in possession of unwanted subscriptions and purchases? Are you an easy mark for salespeople, fundraisers, or pedlars? How did they manage to turn your 'No' into 'Yes'? Master this powerful skill to get the 'YES' you need and defend the 'No' you plead.



## First Aid Saves Life

### Field:

Life Skill | Medical Emergency

### Facilitator:

DR Chin Chee Keong

Are you prepared to deal with medical emergencies, be it common injuries such as cuts and burns or major injuries such as cardiac arrest and choking?

It's up to you to stop feeling helpless and master the 3 Ps of First Aid. Step up when the situation calls for your aid.



A testimony to the synergy between the  
Science of Persuasion &  
the Art of Copywriting



# THE SUBTLE SECRETS TO INFLUENCING YOURSELF & OTHERS

**Prepared For:**  
Corporate Training

**Validity:**  
Feb. - Jan. 2024

For anyone who wants a basic understanding of how to use the written word to sell. An introduction to the principles of persuasion and how to use them to get the 'YES' that you want.



# THE SUBTLE SECRETS TO INFLUENCING YOURSELF & OTHERS

\*introductory offer

**COST  
PER PAX**  
~~RM 190~~  
**\*RM 140**  
onsite | online

**DURATION**  
**1 FULL DAY**  
**8 HOURS**

**COST  
PER CLASS**  
~~RM 2,480~~  
**\*RM 1,980**  
onsite

**PROPOSED  
TIME**  
0930AM  
-0530PM

**CLASS SIZE**  
MIN.: 08 | MAX.: 25

**DELIVERY**  
ONSITE | ONLINE

## COURSE OUTLINE

1. Copywriting vs. Content Writing
2. The Charm of Open Loop
3. The Power of Pre-suasion
4. The Principles of Persuasion
5. Building your Customer Avatar
6. The Headline & The Hook
7. Features vs. Benefits
8. Ethics: Influence vs. Manipulate

### MINI WORKSHOPS

Components of this course can be tailored into mini-workshops of shorter duration.

\*Contact us for a bespoke quotation.

# THE SUBTLE SECRETS TO INFLUENCING YOURSELF & OTHERS



## WHO SHOULD ATTEND?

1. Anyone who wants to gain some basic insights into the skills of influencing & persuasion.
2. Marketers who want the upper hand in getting a 'YES' instead of a 'NO' from others.
3. Procrastinators who need some self-motivation to get started on tasks.

## CERTIFICATES

**Certificate of Excellence**

for active participation

**Certificate of Participation**

for otherwise

## WHY SHOULD YOU ATTEND?

1. Learn how to improve not only your communication skills but your persuasive communication skills.
2. Seize this opportunity to learn some basic influencing skills and open your mind to the concept of framing your message for a positive outcome.
3. You'll be surprised at how this knowledge will allow you to influence others and yourself without consciously realising it.



# Trainer Profile

## Agnes CHIN

Writer . Entrepreneur . Trainer

Agnes Chin is a writer turned intrapreneur turned entrepreneur with a corporate background in strategic management and operations efficiency.

Currently pursuing her doctoral degree, she strongly believes in mastering the art of persuasion in order to motivate herself and others towards a meaningful cause.

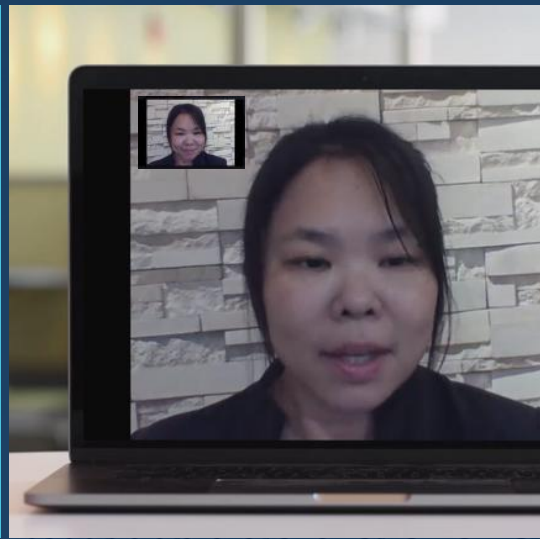
Previously a Director of Operations and subsequently serving on the Board of Governors of a language school chain, she is now a full-time Content Creator and Consultant, creating video, audio and written content as well as conducting training workshops.

She believes in reaching out to people, one heart at a time, creating awareness and changing the world, one word at a time.





Training is everything.  
The peach was once  
a bitter almond;  
cauliflower is nothing  
but cabbage with a  
college education.  
~Mark Twain



# COURSE DETAILS

Are you prepared to deal with medical emergencies, be it common injuries such as cuts and burns or major injuries such as cardiac arrest and choking?

Medical emergencies do not discriminate. Learn the 3 Ps of First Aid, and be prepared to administer help when the situation calls for it.



# FIRST AID SAVES LIFE



Prepared For:  
Corporate Training  
Validity: Feb. - Jan. 2024





# FIRST AID SAVES LIFE



## COURSE OUTLINE

1. Introduction to First Aid
2. Understanding Vital Body Systems
3. Handling Wounds, Burns and Fractures
4. Dressing and Bandaging
5. CPR and Choking
6. Transporting Victims
7. Assessment

### **AT THE END OF THE COURSE, PARTICIPANTS SHOULD BE ABLE TO:**

1. Gain knowledge and awareness on the practice of first aid;
2. Apply dressings and bandages for injuries;
3. Manage emergencies: CPR, AED and treatment of choking;
4. Transport victims using a variety of methods.





**COURSE DURATION**  
**1 FULL DAY**  
**8 HOURS**

**ONSITE**

**COST PER PAX**  
**RM 220**

**COST PER CLASS**  
**RM 2,850**

**PROPOSED TIME**  
**0830AM - 0430PM**

**CLASS SIZE**  
**MIN.: 08 | MAX.: 20**



## **CERTIFICATES**

- **Certificate of Excellence**
  - for passing assessment
- **Certificate of Participation**
  - for otherwise

Subject to availability, participants may retain the following items at the end of the course at no cost:

1. First Aid Handbook
2. Triangular Bandage
3. Roller Bandage
4. Face Shield

# Trainer Profile

## CHIN Chee Keong <sup>DR, PJK</sup>

Educator . First Aider . Researcher

DR Chin Chee Keong is a recipient of the Meritorious Service Medal, PJK award, conferred by Penang State for his contributions to the Malaysian Red Crescent Society (MRCS). He's served as an active MRCS committee and trainer since 1997.

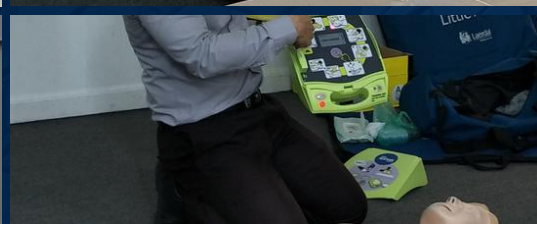
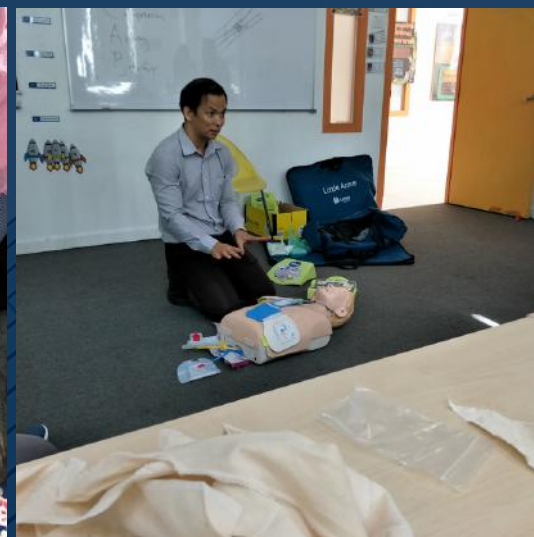
DR Chin specialises in Cell Culture Technology and is an academic staff of a teachers' training institute. He enjoys conducting research and developing teaching pedagogy, particularly in the field of science. To date, he has over 100 publications to his name: research papers and revision/ reference books.

He believes everyone should have the life skill of administering basic emergency assistance, especially in times of critical need and is very passionate about SDG Goals 1, 3, 4 and 13.






If your actions inspire others to dream more, learn more, do more and become more, you are a leader.  
~John Quincy Adams



# How to Contact Us?



Thank you for taking the time to review our training profile. We look forward to collaborating with you on your training needs.



If you are interested in creating a partnership with us, you can connect with us via these contact details. ➡

Training Proposal approved by

  
**Agnes CHIN**  
Corporate Strategist

16 Feb. 2023

**MERAKI** Building Communities TOGETHER



60 10 8471 751



agnes@merakiWordCraft.onMicrosoft.com



www.merakiwordcraft.com



agnes.pressfolios.com



@merakiwordcraft



linkedin.com/in/agneschin



linkedin.com/company/meraki-word-craft



# RISE above the noise. BE HEARD!

REACH YOUR POTENTIAL. EXCEED YOUR LIMITS



ABOARD OUR WORD CRAFT



WE TRAIN WITH PURPOSE SO YOU CAN SUCCEED WITH PASSION. MEET OUR CREW...

Deck Officer



Alice C.

Deck Officer



SY Lee

Deck Officer



DR Kevin Chin

Captain



Agnes Chin

1st Mate



Ng Loong Yip

Quartermistress



Marjorie N.

Cadet



Calvin C.

Cadet



WT Wee

## O u r S e a f a r e r s