

Non-Fiction Writing Courses

Non-fiction writing isn't about being the cleverest person in the room. It's about being the **clearest**. And clarity? That's a skill. It can be taught, it can be practised, and it can be learned.





40 Years Between Two Worlds

For the last 40 years, my career – spent living between the classroom and the language services sphere (translation, editing, writing) – has revealed one fundamental truth: **most people can write correctly enough. What they can't do is communicate clearly and compellingly on the page.**

My own journey as a non-fiction writer – from business writing and long-form journalism to memoir, essays, and reportage – has produced hundreds of published articles across international publications.

A Career Built on Craft

Published Writer

Three **books** and hundreds of **articles** across international publications.

Ghostwriter

Written for executives and edited full manuscripts.

Mentor

Guided writers through their very first books.

Editor

Turned confused thinking into compelling prose for dozens of clients.

📖 The discovery at the heart of it all: **non-fiction writing is a craft, not a gift.**

Why Launch These Courses Now?

The Problem

AI is flooding our inboxes with "content" - articles, reports, emails, even entire books — that say nothing. They're technically competent. They're completely soulless. And besides, they're no fun. There's none of the wit, cheek or syncopation that makes human writing vibe.

The Reality

AI is excellent at mimicry and pattern recognition. But it cannot synthesise lived experience into insight, argue with genuine conviction, or ask the hard questions that lead to clarity. I can teach you to do all that, or enhance your existing skills and develop your craft.

What AI Simply Cannot Do

- Synthesise lived experience into insight
- Argue a position with genuine conviction
- Ask the hard questions that lead to clarity
- Understand nuance, context, and why precision matters



Your authentic perspective. Grounded in actual knowledge.

Non-fiction writing — whether business communication, journalism, memoir, or essays — demands something AI simply cannot provide: **your authentic perspective, grounded in actual knowledge and genuine thinking.**

One Simple Principle

Teach you to think clearly on the page.

The courses are built around the essential skills every non-fiction writer needs — regardless of format or genre. These principles remain constant whether you're writing business reports, long-form articles, personal essays, or professional communications.



Clarity



Structure



Voice



Argumentation

What You'll Learn (All Based on Original Materials)

01

A diagnostic toolbox

Multi-pass editing, narrative liposuction, and a mechanic's eye for reading – so you always know what to fix and how.

03

Your voice, not the machine's

How to use AI as a high-speed intern for the admin, while keeping the grit, wit and human premium entirely your own.

02

A range of writing styles

From scroll-stopping hooks and opinion pieces to character profiles and travel writing — the full spectrum of premium prose..

04

The courage to go public

How to navigate the exposure reflex, filter feedback, and build a sustainable publishing habit that outlasts the course.



Who These Courses Are For

Business Professionals

Business storytelling that's compelling, persuasive, and purposeful.

Journalists & Substackers

Long-form articles and essays with rigour, structure, and genuine argument.

Memoir Writers

Personal stories shaped into compelling, well-crafted non-fiction narratives.

Learn from someone who has done this work — and who knows exactly **where most writers get stuck.**

Let's Start Writing Non-Fiction That Actually Says Something

Subscribe, enrol in a course, and begin building the skills that no algorithm can replicate. Real clarity. Real voice. Real craft.

Contact

Reach out to me via the button below. We can set up a call in no time.

Discuss

Let's analyse the best way forward for you, depending on where you are right now.

Learn

Emerge a better writer, more confident, and prouder of your work.

👉 [Book a call today to discuss the best route for you.](#)