

TRAINING PROFILE

REACH YOUR POTENTIAL → EXCEED YOUR LIMITS

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

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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:
From Sep. 2025

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

**PROPOSED
TIME**
0930AM
-0530PM

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

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

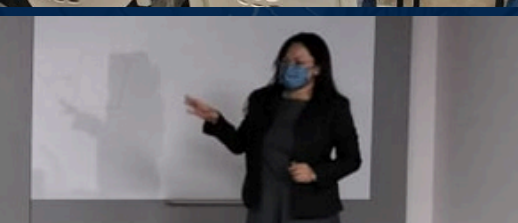
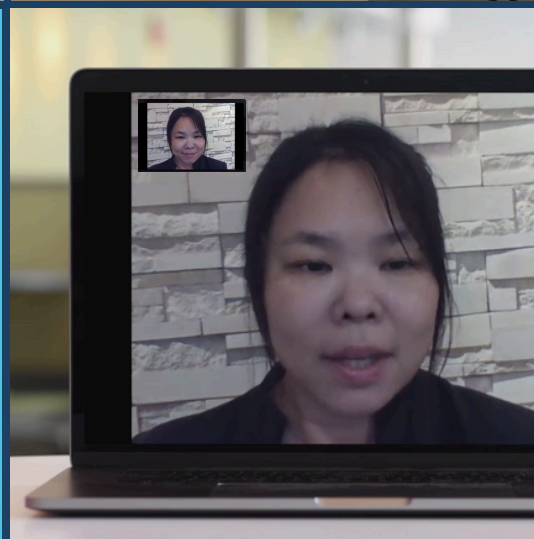
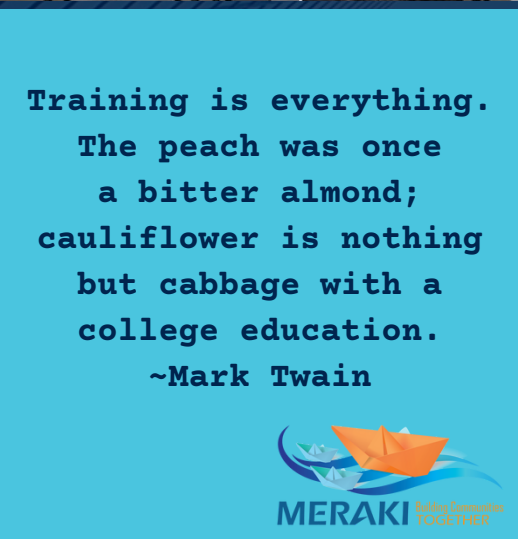
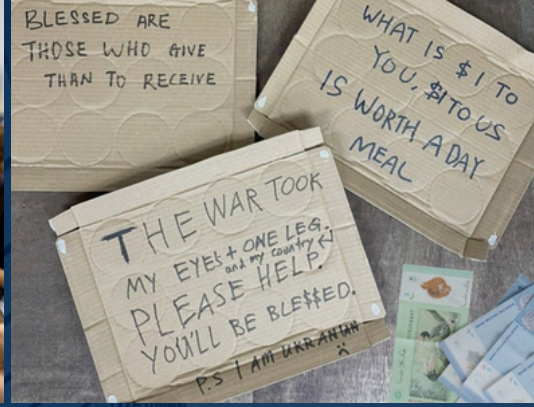
Agnes Chin is a writer turned intrapreneur turned entrepreneur with a corporate background in strategic management and operations efficiency.

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.

After a distinguished career as a university college COO and an Operations Director/ Governing Board Member for a language school, she now channels her expertise into a new passion. As a full-time Content Creator and Consultant, she develops compelling video, audio, and written content, alongside leading dynamic 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.





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: From Sep. 2025



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

DR, PJK

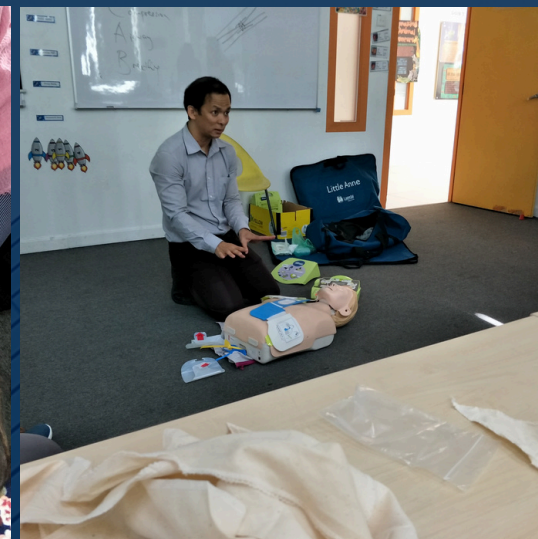
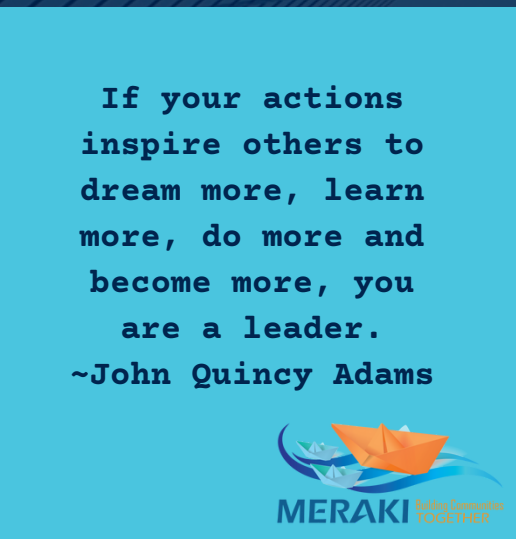
Educator . First Aider . Researcher

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.





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.



Interested in creating a partnership
with us? Connect with us NOW! ➡



60 10 8471 751



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agnes.pressfolios.com



@merakiwordcraft



@inkedbyAgnes



linkedin.com/in/agneschin



linkedin.com/company/meraki-word-craft

Training Proposal approved by

Agnes Chin
Agnes CHIN
Corporate Strategist

MERAKI Building Communities
TOGETHER

01 Sep. 2025



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



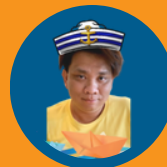
Ng Loong Yip

Quartermistress



Marjorie N.

Cadet



Calvin C.

Cadet



WT Wee

Our Seafarers