



# Association of Professional Trainers SINGAPORE

## SYNOPSIS

### Writing Your Way to More Training Business

By Walter Lim, Director & Editor, Cooler Insights.

Writing is one of the most important skills which a trainer needs in the digital age. By expressing and sharing our ideas and insights in articles and books, we can build our reputation, increase trust and establish thought leadership. This translates to more business and better leads for our training business.

But how can we do so in the digital age? While almost everyone can write, but few can do so with guile and conviction.

Walter is one of those few.

A prolific writer on business and digital marketing matters, he shares articles regularly on Social networks like LinkedIn, Facebook and others.

All of his business leads are inbound - ie he doesn't need to make a single cold call.

With over 400 million members, LinkedIn is the world's largest professional social network. It is the preferred social network for CEOs and top executives, and ranked as the most important social media channel for Business to Business (B2B) services and professional service providers.

## SPEAKER

Walter has over 22 years of senior management experience in marketing communications, public relations, industry development, campaign and events marketing and strategic planning. Formerly Director of Marketing Communications at several government agencies, he pivoted from the public to entrepreneurial sector in June 2014.

A pioneer of social media in the public sector, Walter is a seasoned business blogger. Currently a member of the Media Literacy Council, he was a judge for the Singapore Blog Awards for the 5 years, and a juror of the 2017 Mumbrella Asia awards.

As a digital marketing consultant, Walter specialises in brand storytelling, content marketing, social PR, and online campaign management. His consulting and training clients include government agencies, MNCs, and SMEs from the retail, FMCG, financial, healthcare, and legal sectors.

Learn more about Walter at his website Cooler Insights ([coolerinsights.com](http://coolerinsights.com)).

