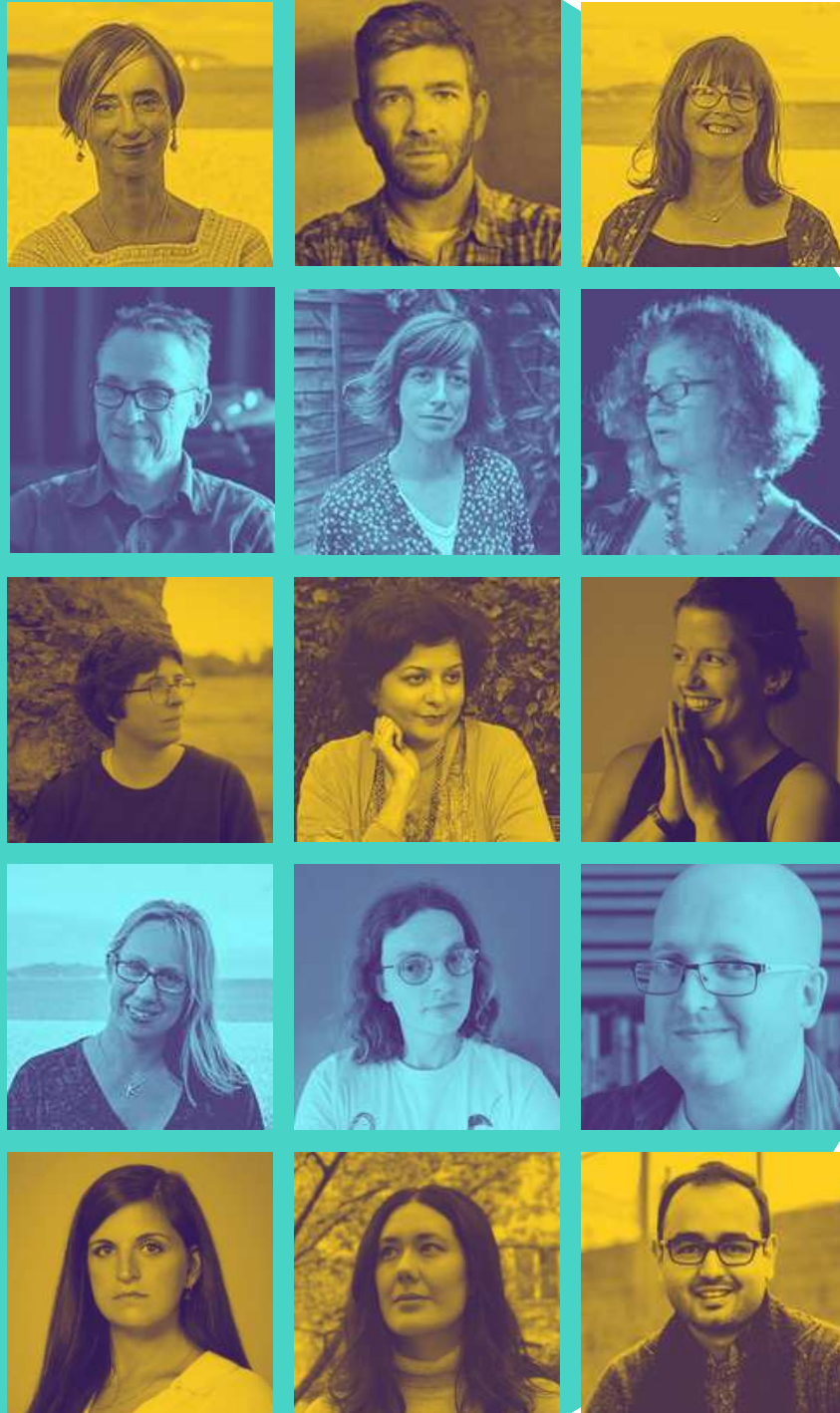


Setting the world
to write

PROFESSIONAL WRITING ACADEMY

WORKING WITH US

CREATIVE SKILLS DEVELOPMENT FOR ALL



WHAT IS PWA?

PWA is a premium online course development and delivery service with a unique digital platform used by companies including Faber Academy, Granta, John Yorke Story, New Writing North, Bookouture, Netflix, Aardman, Bath and York Universities, BECTU, Debevoise & Plimpton.

We engineered our digital learning platform specifically to deliver creative, communication and story-focused courses for professional and personal development as well as for recreational learning.

While we started in writing education, our platform has expanded to encompass visual arts, including film and video games. We have taught thousands of students online, from MA and MFA degrees to entry-level writing programmes for complete beginners.

This helped us refine an interactive learning model that is both effective and enjoyable. Around 94% of students who start our online courses complete them.

Our course development processes and delivery systems offer a repeatable, scalable model that enables us to deliver bespoke or turnkey ways of developing a portfolio of online courses and training opportunities. If you are running on-site courses or would like to expand your customer reach, increase accessibility and find a new revenue stream, we'd love to help.

WHAT WE OFFER

An accessible place online where people come together to learn, regardless of their background and ability, learning style, level of experience and location.

Engagement at any time of day or night to suit each learner, wherever they are in the world.

The most effective small-group online learning model out there – 94% course completion rate, with over one-third of participants coming back for more.

Built-in support for neuro-divergent learners and people with disabilities.



For Individuals

High calibre, practical, focused learning opportunities for personal or professional development, or just for fun. We offer the chance to learn without the time, financial or geographical commitments that other options – such as university courses – require, all within a supportive small group with expert guidance.

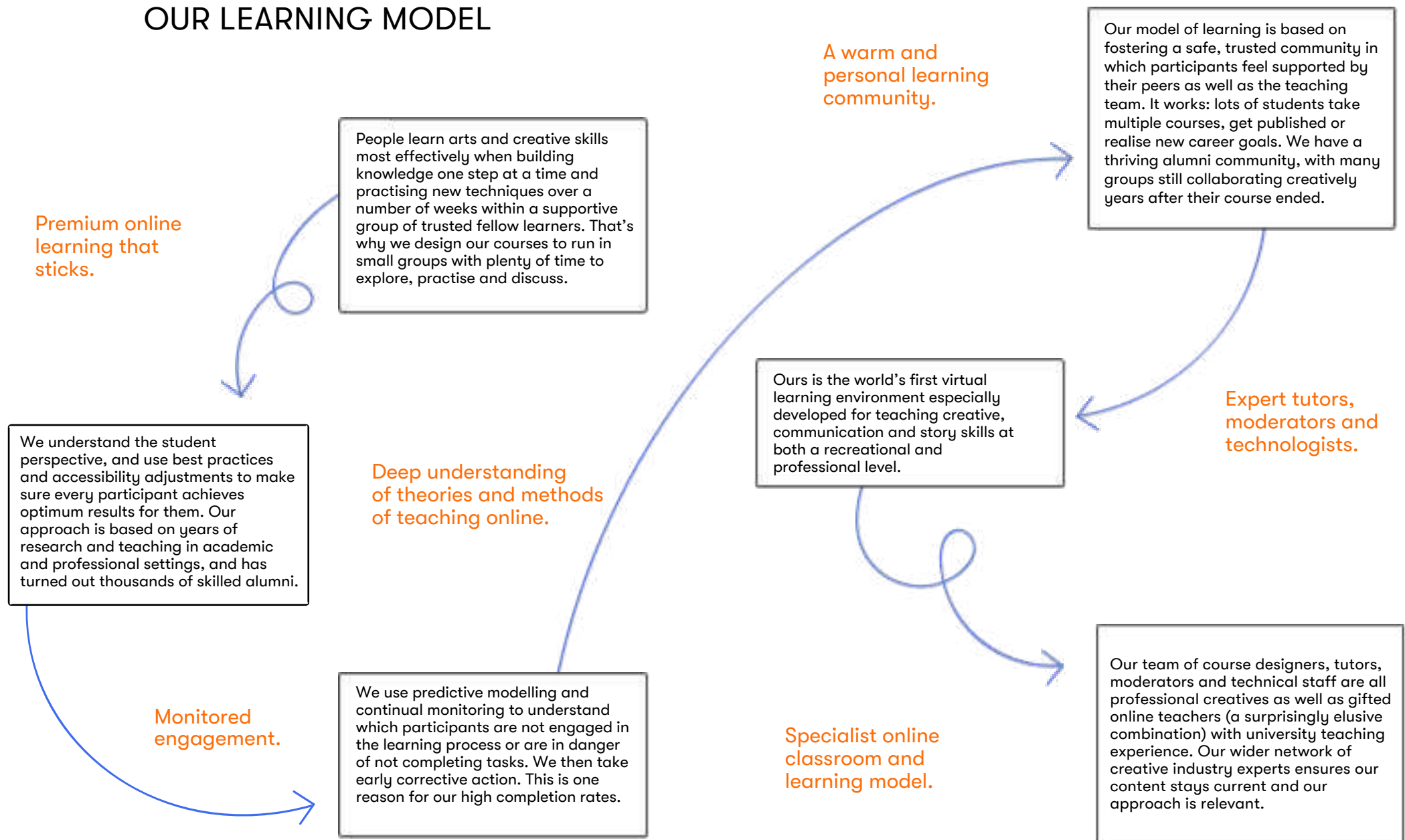


For Organisations

We can jumpstart or expand your educational product range to extend your reach, increase revenue streams and engage new audiences. We also offer in-house training to keep geographically disparate teams working to shared objectives.

We make it easy for you to develop courses and training branded as yours and can provide detailed data on learner engagement.

OUR LEARNING MODEL



HOW OUR LEARNING WORKS

This is not video or Zoom study; it's learning by doing. Our asynchronous social-constructivist model puts the student at the heart of active community learning.



Our online classroom looks and feels like a website. Participants work through the learning materials whenever works for them, whatever time zone they're on, while interacting with their tutor, moderator and fellow students in small-group private forums. This allows people in the US and Australia to work alongside Europeans in a totally integrated way that makes for lively discussion 24/7. We design our courses to offer a mix of theory, inspiration, practical tasks and discussion, peer feedback and tutor

guidance. Our step-by-step approach builds knowledge gradually and effectively – participants develop and practise new skills in weekly, fortnightly or monthly sessions (2-12 hours of study per week depending on level), each with discrete learning objectives. The variety of interactive course materials, exercises and workshop techniques ensures the learning is not only practical, easy to follow and fun, but suits different learning styles, levels and accessibility needs.

01

Learn

We give you the theory in videos, podcasts, images, tutor notes, reading extracts and viewing clips.

02

Practise

You put it into practice by completing practical assignments.

03

Share

You share your work with a small group of peers.

04

Feedback

Your fellow learners look at your work and give guided feedback.

05

Discuss

You reflect on the exercises with the group and share what you've learned.

06

Review & Improve

You use what you learned from peer discussion and tutor feedback to revise and improve your work.

OUR DELIVERY FORMATS AND STYLES

We offer a range of online teaching models, all designed to make learning stick. Whether you're looking for a comprehensive programme, a focused skills session or an interactive live event, we can provide the right format for every learner. There is support at every level for neurodivergent learners and those with disabilities.

Courses can be certified for CPD hours.



Asynchronous online courses

In-depth programmes spanning weeks or months, featuring interactive content, practical assignments and discussion forums, plus live group tutorials and one-to-ones.



Provides a rich and immersive active learning experience students love. Best for long-term results.



Scalable, repeatable, evergreen courses; make once and run for years. Use our ready-made courses or build your own content.

Short workshops

Engaging, real-time training delivered by experts, for targeted skills development. We recommend takeaway assignments and follow-up feedback.



Offers hands-on training designed to focus on specific skills for immediate use.



Potential to build into a series; ongoing feedback option; great to test a market before investing in a longer course.

Live sessions

Intensive, short sessions designed for hands-on learning and immediate practical application, with live discussion and actionable takeaways.



Opportunities for rapid deep-dives, top-up training and tasters with the best in the business.



Ideal for away-days, festivals (live and online) and to capture high-profile speakers. Sessions archived for future use.

WHY PWA?

01—

Innovative learning backed by science

We use methods you won't find anywhere else. Our teaching materials are built on proven pedagogical principles, ensuring the most effective and engaging learning experience.

Every course, session and workshop is designed to provide practical skills, real-world application and lasting impact.

03—

Accessibility and diversity trailblazers

We go beyond compliance with European accessibility standards, actively improving our courses for neurodiverse learners and those who use assistive technology or require personal support.



Professional Writing Academy is a member of the UK Register of Learning Providers.
UK Provider No.: 10061169

02—

Proven results and industry impact

With a 94% course completion rate – industry average 3-60% – our courses are the highest quality you'll find, even in the university sector.

Students return to us en masse, and build successful careers in their chosen fields.

04—

Designed for busy professionals

Our flexible, online-first model fits around work and life, with structured deadlines and self-paced rewards that keep learners engaged and achieving till the end.



NEW WRITING
NORTH

NETFLIX

GRANTA

faber
academy

bookouture

THE
SOCIETY OF
AUTHORS

HOW WE WORK WITH PARTNERS

There are five basic models, which we can flex to fit your requirements:

01—

License a branded online platform

License our online platform and learning format – branded for you – and populate with your own content to manage and teach yourself.

02—

License platform with PWA content

We'll provide you with the platform, with courses pre-loaded and ready to teach by members of your team (we'll help train them to deliver online).

03—

License platform, PWA content + teaching + marketing

License our online classroom and course content ready to be delivered under your brand. We manage student support and teach the courses for you, as well as help you get the word out.

04—

Make block bookings

Sponsor or block-book places on existing courses, with discounts for volume enrolments.

05—

Develop new courses with your content

Work with us to adapt your content into our learning format, delivered via your own branded online classroom.

We can collaborate on fully online courses (1 day to 12 months), or blended learning such as online follow-ups, face-to-face tutorials, one-off workshops or away-days.

FINANCIAL MODELS AND COST ELEMENTS

01—

Online branded platform set-up

Includes set-up of a dedicated, branded learning platform, design, learning pathway and course-document production, terms and conditions, and copyright or IP permissions, according to specification.

02—

New course creation or adaptation

Includes project management; content audit; aims/outcomes; learning-journey design; content production (audio, video, images, extracts, clips, PDFs, links); media-production management; writing; copyright or IP; tech structure; marketing.

03—

Delivery to a group of (up to) 15 students

Includes teaching, admin and delivery costs per student. Course dates and group set-up; session opening, student tracking and calendar; log-in, delivery and follow-up care; hosting, tech maintenance; moderator, admin, tutor, pastoral and tech support.

04—

Dedicated area for course alumni

Includes continuing student access to archived learning materials and discussions, private forums and space for alumni groups to network and share work; area to host live chats, guest Q&As, promos and events (online and off).

05—

Marketing services

Includes planning a marketing strategy, producing content for your channels: website, socials, newsletters and advertising. Testing and impact analysis. After 15 years of success, we know what this audience responds to.

**Our job is to design
courses that make
money for you...**

**...£373k profit
generated for one
client in 18 months.**

BENEFITS OF TAKING YOUR LEARNING ONLINE

Whether you're offering online learning as a new commercial venture, as a way of training in-house teams or expanding your portfolio, the benefits of our model are clear.

Our established processes mean that we do the heavy lifting, creating and running the learning experiences and attracting new audiences while you enjoy a new revenue stream.

For learners

Increases access for people who can't get to physical courses or who find face-to-face study difficult.



Consolidates and deepens learning with high-calibre teaching, group support, and study hours that fit around work and life.



Builds confidence in learners and an ongoing self-sustaining practice.

For your business

Expands your brand offering and creates a new revenue stream. Move into education or expand a current portfolio.



Builds audience engagement and community even after courses have finished, with alumni activities and live online events.



Brings new audiences to your brand, produces profits and enhances your reputation.

For in-house training

Offers the most effective way of delivering online training that sticks, thanks to our peer-to-peer model, small-group dynamics and exemplary pastoral support.



Maximises impact – use our evaluation data to edit and adapt resources based on learner responses.



Makes training cost-effective – develop the learning once and deliver many times.

PUBLISHER LOOKING FOR ONLINE COURSES

CASE STUDY

Our client – a respected publishing house – offered in-house creative-writing courses to develop talent, provide new revenue streams and create opportunities for authors wanting to teach. In-house courses were very successful, but numbers were restricted by limited space. The course cost was also prohibitive for many potential participants, as was the location and time commitment.

The client recognised that the PWA online course creation and delivery service offered an opportunity to expand their customer base by increasing access to learning for aspiring authors – both in the UK and around the world – at a lower pricepoint than their face-to-face offer. No-one in the organisation had experience of online learning or teaching, and they commissioned PWA to:

- Build a branded version of our learning platform to offer customers a seamless journey from their website into the virtual classroom.
- Develop course content and build a full online experience.
- Manage the student experience from course enrolment to alumni networking.
- Appoint tutors, moderators and expert guests, and host and run the course on behalf of the publisher.

For more than ten years, we worked together to build a portfolio of long and short courses, delivering to thousands of learners in more than 50 countries around the globe. Almost one third of those who took one online course went on to take another. Graduates continue to meet in a dedicated alumni area, where they attend monthly online events with guest speakers, and most importantly support each other in small groups of beta-readers.

Successful publications from alumni authors have cemented the success of the online venture. They include:

- Lucy Steeds - longlisted Women's Fiction Prize, 2025.
- Faye Brann - winner Comedy Women in Print Prize, 2020.
- Abigail Johnson - published by Pan MacMillan and an Amazon First Reads, 2025.
- A. Y. Chao - #1 Sunday Times bestselling author, 2023.



Key Challenges

- Expanding course revenue without moving premises.
- Increasing access for a wider demographic of writers.
- Offering more opportunities for author-teachers.

Solution

Online courses delivered under client brand. Client markets courses, takes payment and passes learner details to PWA, who manage the student experience end to end.

Business Model

PWA charged a one-off set-up fee for designing and producing the client's virtual classroom, adapting an existing teaching model and creating content. We agreed a per-head fee or profit-share model.

LITERARY CONSULTANCY MOVING INTO EDUCATION

CASE STUDY

“We’ve always been a teaching-focused company when working with authors, and for years I’ve wanted to integrate a way to teach online. But I couldn’t see a way of doing the technical aspects and without it costing a fortune.

“I had a book, *On Editing*, which Hodder had just commissioned. So, to support the book, PWA and I devised a five-month course for authors based around perfecting the first draft of a novel and then professional submission to agents. We created all the learning materials afresh in-house: explanations for techniques, exercises, and supporting videos. PWA gave us a template and checked each session and tweaked as we submitted material.

“After a year of combined efforts, our course, *How to Edit Your Novel the Professional Way*, was ready to meet the public, and we ran the first iteration in January 2018. The co-writer of the book, Kathryn Price, was the course tutor, alongside the lovely Fi from PWA as technical group co-ordinator.

“It’s been very smooth and supportive, with PWA always giving a hands-on response. Our students feel very well catered for. For instance, one author had particular needs and decided that while she wanted to be

part of the group, she couldn’t offer peer feedback. This was a situation that could have been totally at odds with the USP of online peer group learning. However, in PWA’s calm way, they immediately set up a private group just for her.

“Other student responses to our course since its inception have been overwhelmingly positive. And the beauty of this process is that once a course is up and running, you can run as many concurrently as is required. Once all reasonable costs have been recouped, the rest is promotion, putting bums on seats, and profit. And then seeing students fly.

“I’m now a total convert to the powers of online teaching. It is, as PWA say, the most cost-effective, time-flexible way of becoming adept in a subject at MA level. It is the way of the future for learning. And I know I wouldn’t have wanted to do this with any other company. PWA proves to be consistently fantastic to work with.”

— Helen Corner-Bryant, Director,
Cornerstones #1 transatlantic
literary consultancy

WRITING DEVELOPMENT CHARITY SUPPORTING AUTHORS IN THE NORTH EAST

CASE STUDY

New Writing North (NWN) is a charity and Arts Council England National Portfolio Organisation leading creative writing and reading development in the North of England. NWN is based in Newcastle upon Tyne, working tirelessly since 1996 to grow writers and readers, and currently building a government-funded Centre for Writing in the city.

Thanks to funding from North East Combined Authority, NWN and PWA collaborated to establish the NWN Academy, co-developing flexible learning in an online format, delivered through a NWN-branded virtual learning environment (VLE).

The aim was to provide development to people wanting to explore their writing potential, often for the first time, for whom opportunities were unavailable or unaffordable.

NWN recruited learners and PWA handled course delivery from enrolment through to an alumni area where learners continue to talk writing and learn through live events, encouraging each other to pursue writing goals and networking with writers from around the world. Learners received 60% bursaries and all the project-recruitment targets were exceeded.

The impact on learners is palpable. Because of the focused geography, online groups have started meeting regularly in real life.

Their feedback cites positive benefits beyond pure skills-development - from gaining confidence and enjoying being part of a writing community to life-changing discoveries about the value of their lived stories:

- 'This course has changed my life. Sincerely. The tutor and all my peers supported me to get over a block that has held me back for years.'
- 'I was quietly dreading the end of the course... and had a real burst of creative energy at the end.'
- 'It was liberating to take part in a course where no-one could see my wheelchair.'



'Working with PWA allowed New Writing North to explore offering online learning as part of our repertoire of professional development. Offering training this way was new to us and without a great deal of staff capacity to set up and deliver this area of work, working with PWA enabled us to set up and run high quality branded courses which were delivered in a top-quality learning environment. We have been delighted with the feedback from participants and working this way allowed us widen our offer to writers and to compliment the wider skills focussed work of NWN.'

— Claire Malcolm, NWN CEO

“There are a good many reasons to love working with the PWA team – they’re prompt, technically great, efficient, ever so nice – but it’s the course creation/curation that really puts them head and shoulders above. They have a perfect balance of experience and innovation mindset, with great dollops of empathy for students and passion for the subject at hand. They’ve listened to me and challenged me; together we’ve put together a superb suite of courses that hit my customer base dead on. I couldn’t recommend PWA more highly, simply put.”

— Ian Ellard, former Head Faber Academy

“Working with PWA has been exceptional from beginning to end. We approached them with the aim of developing a state-of-the-art teaching platform, and what they delivered far surpassed our expectations. Their blend of in-depth industry knowledge, creativity, and professionalism truly sets them apart.

The team has been consistently attentive, responsive, and wholeheartedly committed to quality. I’ve felt supported and well-informed from day one. If you’re looking for a team that’s not only dependable and highly professional but also genuinely invested in your success, I couldn’t recommend PWA more highly. They make the entire process smooth, collaborative, and enjoyable – and the final product is nothing short of outstanding.”

— Kat Ashton, Head of Courses, Jericho Writers

STUDENT TESTIMONIALS



The programming. The curriculum. The tutor feedback. The peer-to-peer feedback. The platform and admin. This combination is moving my writing forward.



A thoroughly professional course which I would recommend highly to anyone. I can't believe how much I have learned in only 5 weeks. I was nervous about doing the course, worried I wasn't competent enough, however the teaching is done in such a positive and encouraging way there really was nothing to worry about. The support from the tutors and other students has been fantastic and it's an added bonus that this continues after the course ends.



It was very well-organised, so I knew exactly what was expected of me at every stage. The support of my fellow students and the constructive criticism we exchanged has definitely improved my work, and the tutor's detailed comments were thought-provoking and instructive. I would highly recommend this course.



Taking part in this course has been a wonderful, profound experience and a powerful stage in a journey. I have got so much more from the course than I initially expected, due to its depth and breadth and how carefully it has been put together.



I'm so grateful that there are audio and visual options for some parts of this course because I struggle to read.



What I did not anticipate is how much I've grown to like this intimate little community. There were days when the first thing I'd do on waking is look for everyone's posts (we generated something like a thousand posts over the eight weeks). It was rewarding, instructive and useful to get peer feedback on pieces I wrote. But I was astonished that almost more rewarding and instructive was the effort to critique other people's work. Because it made me read more closely, think about articulating my responses, work to find something substantial and useful to say.

15,000+ satisfied students

With an average completion rate of 94%, our courses outperform industry benchmarks by more than 6 times – and are nearly 19 times higher than the lowest reported averages. Where many online learners drop off, our students stay engaged right to the very end.

Taking talent to the next level

