# The Business Writing Workshop

## OVERVIEW

In *The Business Writing Workshop*, you'll learn proven tips and techniques that guarantee every message you write—in emails, letters, everything—will be polished and on target, representing both you and your organization in a highly professional manner. You'll deliver the message you intend, for the results you need.

In this course, you'll gain practical secrets professional writers have used for decades to create crisp, clean and clear communication in a fraction of the time and effort it takes you now. You'll learn shortcuts and strategies to cut your writing time in half with none of the embarrassing mistakes you may have made in the past.

## LEARNING OBJECTIVES

- Plan and organize your business writing
- Choose the appropriate voice and tone
- Write concise, action-oriented documents
- Identify when using email is and is not appropriate
- Apply accurate grammar to written documents

## COURSE HIGHLIGHTS

### Pre-writing strategies that work every time

- Figuring out to whom you're writing— and why
- A 2-minute outline you can begin with that saves you hours in wasted time down the line
- Identifying your own natural writing style to take advantage of your strengths
- Resources that will help you sound like you know what you're talking about (even when you don't!)

### Secrets to writing on-target emails

- The most common mistakes that people make when writing an email … and how to avoid them
- How to double-check your email for tone and clarity
- Tips for writing shorter emails that still get your full message across
- Everything you need to know about email etiquette
- Smart tips for presenting complex information in your emails
- Should you email? Situations where emailing is inappropriate
- Why you must always write a clear subject line
- How the 7 Cs of effective business writing apply to emails
- What all good email messages have in common

### Special section on grammar basics that we promise will be short

- Simple, pain-free grammatical rules that everyone has to follow to write well
- The most common mistakes everyone else makes that you never will
- Side-splitting real-world examples of business writing gone badly
- Why you should never write like you talk

### Mastering the writing process and using your personal style

- Finding your "voice" and nailing it down (professional vs. casual, serious vs. humorous)
- Proper word choice that compels your reader to read further
- Avoiding lazy language that puts your reader to sleep
- Creating flawless transitions in your work
- Tips to keep your sentences and paragraphs concise, focused and flowing

## Writing powerfully and persuasively for any situation

- Persuasion techniques that will strengthen every email, letter or proposal
- Presenting your ideas strategically in print
- Using a critical eye to make sure you're presenting your ideas logically
- Choosing words with IMPACT
- Selling products, services and ideas while bolstering customer confidence

## Post-writing techniques to clean up your writing

- The "red pen test" for getting to the point
- Why you shouldn't become too dependent on writing software and templates
- The real trick to writing is knowing when to stop: Eliminating wordiness
- Simple proofreading and editing tips for writing perfection

## Troubleshooting common writing problems

- Tactics you can use to clarify and organize your thoughts when you're writing under a fast-approaching deadline
- How to "whip out" high-quality writing at a moment's notice when your boss "wants it NOW!"
- Brainstorming tricks anyone can use when they're stuck on what to say
- Overcoming writer's block

## TRAINING DELIVERY

- Pre-training: Tailoring and customization of content
- Delivery of training using presentation, small group exercises, case studies, role-plays, games, etc.
- Post-training: Follow-up within 30 days to review information, provide coaching, set goals, etc. (optional)