OVERVIEW
Every memo ... every letter ... every proposal your employees write speaks volumes about them and your organization. That’s why it’s so important that each document that leaves your organization is crisp, polished and professional. No exceptions! In Business Writing & Grammar Skills Made Easy and Fun, participants will gain a wealth of shortcuts, easy-to-remember tips and insiders’ secrets to help them pump out first-class business correspondence ... overcome their doubts about business writing ... and even have fun in the process. Thanks to this course, business writing doesn’t have to be painful!

LEARNING OBJECTIVES
- Discuss methods for writing a good draft the first time
- Review writing ground rules, grammar, punctuation and word usage
- Describe techniques for motivating a reader throughout the document
- Express what it takes to project credibility and professionalism in a document
- Identify professional techniques for editing and proofreading

COURSE HIGHLIGHTS
Get started: Transform a blank page into a bold message
- Freewriting: What it is and how to use it to produce a great first draft in half the time
- Are your paragraphs in a confusing, illogical order? Here’s how to tell and how to fix the problem
- Great words and phrases for linking paragraphs together so your readers don’t have to stumble through your document
- Guard against the deadly mistake of leaving important points out because you’re so focused on the little stuff

Understand the ground rules
- Take the confidential Writer’s Discovery Analysis to identify areas you want to polish
- How business writing is uniquely different from other types of writing
- Discover your natural style—it’s the key to reader-friendly, interesting writing
- How to “do your homework”—You’ll be amazed at how effortlessly the words flow after that
- Know your reader and double the impact of your message

Perfect your grammar and usage skills
- Ensure or insure? Affect or effect? Making the right choice between confusing words like these just became a whole lot easier!
- The most troublesome words in business and how to erase any uncertainty about using them
- When a personal, casual style is important—never underestimate the power of contractions
- A concise refresher on how to correctly use verb tenses, subject-verb patterns, and pronouns and their antecedents
- The “best-of-the-best” desktop references you’ll want at your fingertips for quick answers
- When it’s OK to bend the “rules” to make your point clearly
- Are abbreviations and acronyms really proper in business writing? This insight will shed light on the issue
- The unwritten rules about the appropriate and inappropriate use of jargon
- A handy reference list of conjugations for irregular verbs

CONTACT US TO SCHEDULE THIS WORKSHOP TODAY:
1-800-767-7545 • www.skillpath.com/onsite • E-mail: os@skillpath.com
Avoid embarrassing mistakes
- Can’t remember if the punctuation goes inside or outside the quotation marks? How to avoid this pitfall
- A widely accepted guideline for when to spell out numbers and when to use figures
- Avoid these blunders when using apostrophes
- When adding hyphens, dashes and other marks for emphasis ... know when you’ve gone overboard
- To capitalize or not to capitalize? These tips will eliminate any question
- How to use punctuation marks correctly every time
- A guide to international correspondence

Spell every word correctly every time
- An intriguing spelling technique that many national spelling champs secretly rely on
- How to stop having to look up the same word in the dictionary over and over
- Prefixes and suffixes made easy
- How to take the confusion out of pluralizing letters, abbreviations and numbers
- Be cautious of your spell checker — it can’t take the place of the human eye

Grab your reader’s attention with powerful openings and closings
- Write openings that reel readers in
- Construct a closing so action-oriented it’s like a shot of adrenaline to your reader
- Real-world insight into humor and when—if ever—it should be used in business
- Avoid wordy opening paragraphs that leave the reader wondering “Huh?”

Persuade, influence and convince for results
- Super techniques that give you powerful psychological leverage over your reader
- The proven connection between the use of personal pronouns and the results your business writing gets
- Effective tips for winning the reader over to your way of thinking
- Make a strong and logical written argument without coming across like a bulldozer
- Stop! If you want to avoid a negative reaction from the reader, take this precautionary step

Project credibility and professionalism
- The most damaging blunders in business writing
- How to curb the use of worn-out business clichés
- Hard-and-fast rules when working with a team on a writing project
- Develop a sixth sense for damaging language so you can make absolutely sure your writing is professional
- Get a firm grip on how to deliver bad news in writing—without a doubt, you will need this someday

Expand your professional skills
- Just released! The latest, most professional business writing formats ... for letters, memos, proposals, reports and more
- A crash course in building winning business proposals
- How to write memos and e-mail that today’s busy professional can digest in 60 seconds or less
- Don’t miss a single one of these elements when writing a report ... they’re all essential!
- Straight from the mouths of direct mail pros: Creating sales letters that bring in the orders
- The art of writing crisp, clear instructions

Edit and proofread like the pros
- Amazing proofreading secrets that will automatically push your accuracy rate to 99%—or higher
- Editing and proofreading symbols the pros use to simplify and speed up the revision process
- Relax ... this team approach takes the fear out of proofing technical or financial data
- How to proofread quickly and accurately under pressure
- Keep your sanity with this proofreader’s checklist that ensures perfection down to the very last detail
- Proofreading a foreign language? Here are helpful rules that will calm your nerves
- Editing techniques that will work miracles on your document

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)