

A brand-new two-day workshop
from SkillPath ...

Business Writing & Grammar Skills Made Easy & Fun!


Are your business documents as
correct, polished and professional
as you'd like them to be?

If not, you'll benefit from this
exciting two-day workshop. You'll
learn easy-to-use spelling shortcuts
and punctuation pointers. And we'll
take the mystery out of grammar
by showing you which rules you
must know in today's business
writing and which ones you can
safely forget!

Plus, you'll learn how to use
professional proofreading
techniques as a final check to
make sure your letters, memos
and reports are error-free.

Dramatically improve your written communication skills in just two days!

We're
coming
to your
area...



A comprehensive two-day
workshop for anyone who writes,
prepares or proofreads:

- Business letters
- Reports
- Memos
- Proposals

Enroll today! Call toll free
1-800-873-7545,
on-line at
www.skillpath.com

Presented by SkillPath® Seminars
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The two-day way to business writing excellence

Do your responsibilities include writing, preparing, proofreading or editing letters, memos, proposals, reports, presentations, newsletters or other written material?

Do others in your organization sometimes depend on you to catch their mistakes, polish their grammar and correct their misspelled words?

Whether writing or preparing correspondence is your major responsibility or just part of your job, both you and your company will benefit when you attend this intensive, skill-building workshop. It's guaranteed to provide you with the skills and confidence necessary for presenting a polished, professional communications image.

Learn how to spot slippery misspellings and common errors in grammar. Pick up tips the pros use to speed through writing assignments—from one-page letters to hundred-page reports. Learn how to apply standards in style, how to use special terms and numbers appropriately, how to abbreviate properly and how to choose the right format for a variety of situations. Find out how to make the most of your PC's or word processor's automated features—what they can and can't do for you. Plus, we'll teach you proven techniques for catching the most troublesome usage errors.

For the small investment of just two days and \$299 (just \$269 each for four or more), you'll reap the benefits of more polished, more professional, more powerful written communications than ever before.



Want to know more?
For the complete course agenda, see pages 4 and 5.

 **Enroll today! Call toll free 1-800-873-7545,**
on-line at www.skillpath.com

We guarantee results

If you're not happy, we're not happy. Go back to work and use the new knowledge and skills you learned in this seminar. If you're not absolutely delighted with the results you achieve, write to us right away. We'll issue you a refund or arrange for you to attend another SkillPath seminar without paying another penny. That's our guarantee!

Here's a sample of what you'll learn:

1 How to make your writing easier to understand and more interesting to read by applying proper punctuation, basic grammar rules and guidelines to help you standardize your style

2 How to polish letters, memos, proposals and other written documents to make them more powerful and professional

3 How to use the right word at the right time, whether it's capital/capitol, accept/except, affect/effect, its/it's or dozens of other confusing word pairs

4 How to spot sneaky usage mistakes that can destroy your credibility

5 How to become the resident "Eagle Eye" who never misses a mistake and knows where to find quick answers to questions about spelling, grammar, punctuation and style

6 How to spell even the trickiest words, conquer the most difficult-to-remember spellings and win yourself the reputation of being a walking *Webster's*

7 How to point out errors to others in a tactful way that helps eliminate repeating costly and embarrassing mistakes

8 How to catch mistakes before it's too late by using professional proofreading techniques, a simple-to-follow checklist and tips on how to concentrate despite deadlines and distractions

And much more!

See the course agenda on pages 4–5 for an overview of the whole workshop.

Special memorandum

To: Secretaries, Administrative Assistants, Managers and Supervisors—*anyone* who writes, prepares or proofreads business letters, memos, reports, proposals or presentations

From: Robb Garr

When you put words on paper, they make a powerful statement about you and your organization. Are you satisfied with the message your writing conveys? If not, more powerful, polished business writing is just two days away.

We'll show you how to present your ideas clearly and persuasively ... how to select the words that fit your meaning ... how to spot misused verbs, pronouns and punctuation ... how to avoid the most common communication misfires that sabotage your credibility ... how to set the tone and choose a format that says "professional."

And, because good editors make great writers, we'll teach you proofreading and editing techniques that will help you make others' words clearer and more effective than ever before and add sparkle to your own writing.

Plus, you'll take back a comprehensive workbook that will become your valued desktop companion, complete with checklists, examples, lists of commonly misspelled words, guidelines for grammar and punctuation, pointers on style and format and suggested additional references.

Please take a moment to look at the complete outline of this workshop on pages 4 and 5. Then call us to enroll. You'll gain practical, easy-to-use business writing tips and guidelines that you'll be able to apply right away back on the job. Reserve your spot today by calling **1-800-873-7545**, on-line at www.skillpath.com or by mailing the registration form on page 7. But hurry ... seating is limited and this workshop fills up fast!

See you there!



Robb Garr
President
SkillPath Seminars

P.S. Even "old pros" benefit from this valuable training. It's based on the most current guidelines and up-to-date practices affecting business writing today.

Course Agenda

DAY 1:

Brought to you by SkillPath— The Smart Choice® for people serious about success

SkillPath trains thousands of achievement-oriented professionals like you every month, from organizations of all sizes and all types—business, government, health care, education and the military. Our seminar leaders are a select group of trainers at the top of their profession—skilled teachers with a tremendous depth of knowledge in their respective topic areas. Our commitment to providing you with the highest-quality learning experience possible has made SkillPath the fastest-growing training company in the world. Attend this seminar and experience for yourself the positive effect of powerful ideas, skillfully presented.

On-site training and keynote speaking ...



We can deliver this workshop right to

your company's door or provide customized, you-pick-the-day training on any program pertinent to your organization's training goals. Or let our staff of professional trainers add sparkle to your next corporate or association meeting with a stimulating keynote speech designed just for you. Whether you have 3 or 300 people to train, SkillPath is the answer. For complete details and a no-obligation quote, call 1-800-873-7545 and ask for the on-site training department.

Getting started: Transforming 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
- How to guard against the deadly mistake of leaving important points out because you're so focused on the little stuff

Understanding the ground rules

- Take the confidential Writer's Discovery Analysis to identify areas you want to polish
- Understand 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
- Put the "Know Thy Reader" commandment into practice and double the impact of your message

Perfecting your grammar and usage skills

- 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

- Ensure or insure? Affect or effect? Making the right choice between confusing words like these just became a whole lot easier!
- When it's okay 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
- BONUS: A handy reference list of conjugations for 120 irregular verbs!

Avoiding embarrassing mistakes

- Can't remember if the punctuation goes inside or outside the quotation marks? Here's how to avoid this pitfall
- Follow this widely accepted guideline for when to spell out numbers and when to use figures
- Avoid these blunders when using apostrophes—they scream "Rookie!"
- 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
- A refreshing overview of how to use punctuation marks correctly every time
- Your guide to international correspondence—follow this to the letter to ensure you put your best foot forward

Spelling 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
- DANGER: If you think your spell-checker takes the place of the human eye, you're asking for trouble



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DAY 2:

Grabbing your reader's attention with powerful openings and closings

- The “bible” on how to write openings that reel readers in
- How to 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
- How to avoid the trap of wordy opening paragraphs that leave the reader wondering “Huh?”
- Tough but necessary questions to ask yourself after you've written the opening paragraph

Persuading, influencing and convincing 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
- Undeniably effective tips for winning the reader over to your way of thinking
- How to 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

Projecting credibility and professionalism

- The 12 most damaging blunders in business writing—sidestep these at all costs
- How to curb the use of worn-out business clichés and what to say instead
- Hard-and-fast rules when working with a team on a writing project
- How to develop a sixth sense for damaging, biased and sexist language so you can make absolutely sure your writing is “clean”
- Get a firm grip on how to deliver bad news in writing—without a doubt, you *will* need this someday

Expanding your professional skills

- EXCLUSIVE: How to choose a style manual that works for your organization
- 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
- Field-tested letter-writing techniques that pay off in three big ways
- Don't miss a single one of these six 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
- How to write a press release that gets glowing coverage your company president will thank you for
- The art of writing crisp, clear instructions

Editing and proofreading like the pros

- Four 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
- How to shut out phones, voices and other distractions when proofing in a busy office (It's like sitting in an airtight bubble!)
- Catching typographical errors—yes, it's tricky, but these tips will help shine the spotlight on them
- 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
- How to do a final “sanity check” before your document goes out the door so you can sleep like a baby that night
- Editing techniques that will work miracles on your document

Just two fascinating days—that's all it takes to gain these practical new skills



Program hours:
9:00 a.m. to 4:00 p.m.
each day

Another great reason to attend ...

Your trainer Suzanne Povey, Tia Black or Chad Prewett

Suzanne, Tia and Chad are established professional writers and experts in every aspect of business writing—including spelling, grammar, usage, punctuation and structure.

In this fun and empowering session, they'll dig deep into their extensive writing backgrounds to teach you how to produce the professional documents critical in business today. From the simplest memo to the most complex proposal, you'll learn their hard-won secrets to writing top-notch documents faster, more easily and with greater impact.

These highly motivating trainers know firsthand about the fears and “I-can't-do-it” attitudes that prevent many businesspeople from “sparkling” on paper. They'll dispel your doubts, one by one, in this technique-packed session that builds strong, confident writers—from the inside out.

It's no wonder these writing pros receive the highest marks from attendees—they're applauded for their keen insight into the writing challenges they face on the job and for their welcomed solutions.

Spend two days in this unforgettable training session and you'll walk out an effective, confident and powerful business communicator—thanks to the priceless support, knowledge and training savvy of these true masters of the written word.



What others say about this SkillPath workshop ...

"This seminar provided me with all of the essential tools on how to write better business-related documents. I really enjoyed it and the instructor was very knowledgeable."

—Margaret Afonso
Administrative Assistant
Sandvik, Inc.

"I learned some things about writing that will be very useful. It changed the way I think about business writing."

—Rose Duarte
Engineer Designer
Collins-Pina Engineering

"The seminar was very useful to me. The information about basic writing gave me some tools for my job and new business opportunities."

—Frances L. Moffett
Office Specialist II
Adult and Family Services

"The seminar brought me up to date with current business writing trends. Things have changed since college. Plus, it's always good to get a fresh outlook on style and grammar issues that may differ from office opinion."

—Melissa Schneider
Marketing Coordinator
Illinois Bankers Association

America's top 500 companies can't be wrong

Top-notch trainers, comprehensive materials and our guarantee of satisfaction ensure that a quality learning experience awaits you at every SkillPath program—three of the reasons that all 500 of the Fortune 500 companies choose us to train their people. We hope you will too. After all, when you need training, why settle for less than the best?

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on-line at www.skillpath.com

Registration information

Your tuition is tax deductible. Even the government smiles on professional education. All expenses of Continuing Education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible according to Treasury Regulation 1.162-5 Coughlin vs. Commissioner, 203 F2d 307.

Continuing Education Credit: SkillPath offers Continuing Education Credits based on program length and completion in accordance with the National Task Force for Continuing Education guidelines for attendance at our seminars (save this brochure and your Certificate of Attendance). Please contact your professional licensing board or organization to verify specific requirements. You may also contact us at 1-800-873-7545 for additional assistance.

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SkillPath's continuing support

We don't just stand behind our seminars, we stand behind you. If, after attending the seminar, you're faced with a business writing or grammar question and don't know where to turn—try us. Just send a brief description of your particular problem or question and one of our specialists will promptly respond. Where else can you find that kind of support? *Nowhere but with SkillPath.*

Important information

Our registration table opens at 8:15 a.m. on the first day. When you arrive at the hotel, please check the directory for the exact location of the seminar. Our registrars will greet you, assist you with your registration (or collect your Express Admission Ticket), hand you your seminar materials and direct you toward your seat. You'll also want to take the opportunity to meet other professionals from your local area. Introduce yourself! You may meet a new friend. Plan to be registered and ready to go by 8:50 a.m.

We begin each day at 9:00 a.m. on the dot and wrap up at 4:00 p.m. Lunch is on your own from 11:45 a.m. to 1:00 p.m. Why not invite another participant to dine with you? You can share information, review the morning and make each day even more enjoyable.

Parking. We do our best to find seminar facilities that have all the pluses we look for: Convenient location, great meeting rooms, courteous staff and plenty of free parking. However, some facilities have paid parking only. You may want to check with the facility personnel to determine parking fees—often they can direct you to free parking just around the corner.

Audio/video recording. Our programs—both what you see and what you hear—are fully copyrighted by SkillPath. No audio or video recording, please.

Still haven't picked up the phone?

Five more good reasons why you will want to attend this program ...

- 1. Our trainers are the best ... period.** We choose only the pros who have a proven track record of training effectiveness, professionalism and expertise. And what's more, they're exciting communicators who'll provide you with two of the most interesting days you've ever spent.
- 2. We give you only the most important, important information.** A lot of information out there that could take you years to gather on your own. In two fast-paced days, we'll give you what we believe is the best, most important information to help you be the best you can be.
- 3. Practicality is emphasized.** You will leave this seminar with specifics you can apply immediately. And you won't go home empty-handed. You'll leave this workshop with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you've just learned. We promise you'll get results your very next day back at work.
- 4. The value is unbeatable.** Not only is our enrollment fee among the lowest you'll find, when four or more enroll from the same organization, you'll enjoy a significant discount.
- 5. Our guarantee is unconditional, straightforward and the very best in the industry.** How can we be so confident? Because we work hard *before* the seminar to make sure you're happy *after* the seminar. Pertinent, up-to-date information you can really use, a convenient meeting location, seminar registrars who are courteous and helpful and a trainer who grabs your attention and takes you on an exciting journey full of fun and facts. We believe you'll love every minute of it. Millions of satisfied participants from around the country are sold on SkillPath seminars. Why not join them?

YES, I can't wait to attend ...

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A comprehensive two-day workshop for anyone who writes, prepares or proofreads:

- Business letters
- Reports
- Memos
- Proposals

Enroll today!

Locations & Dates ...

Check the box next to the city where you'll attend

Enroll now—limited space available!

✓ **By phone:** 1-800-873-7545
or 1-913-677-3200

✓ **By fax:** 1-913-362-4241

✓ **On-line:** www.skillpath.com

✓ **By mail:**

Complete and mail enrollment form to:

SkillPath Seminars • P.O. Box 804441

✓ **By e-mail:** enroll@skillpath.com Kansas City, MO 64180-4441

Cancellations and substitutions. Cancellations received up to five working days before the seminar are refundable, minus a \$25 registration service charge. After that, cancellations are subject to the entire seminar fee, which you may apply toward a future seminar. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

Registration information Please note: If you've registered by phone and paid with a credit card, it's not necessary to return this form.

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Ms. _____

E-mail Address _____ (Program # _____)

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Ms. _____

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Mr. _____ Title _____
Ms. _____

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Please list additional registrations on a separate sheet and attach.

Mr. _____ Title _____
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Approving Supervisor

Organization _____

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Telephone _____ Ext. _____

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Please add applicable state and local tax to your payment for programs held in Hawaii, South Dakota and West Virginia.



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Workshop date: _____

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____



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*An exciting new way
to learn the guidelines
and "how-to's" of
today's business English*

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PLEASE  RECYCLE

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