A brand-new two-day workshop from SkillPath …

**Business Writing and Grammar Skills Made Easy and Fun!**

Dramatically improve your written communication skills in just two days!

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.

**ENROLL TODAY** and discover the two-day way to business writing excellence!

Enroll on-line at [www.skillpath.com](http://www.skillpath.com) or call toll free 1-800-873-7545

**Bring this training to your organization—call 1-800-767-7545**

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Day 1

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

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

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
• Ensure or insure? Affect or effect? Making the right choice between confusing words like these just became a lot easier!
• Are abbreviations and acronyms really proper in business writing? This insight will shed light on the issue

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
• When adding hyphens, dashes and other marks for emphasis … know when you’ve gone overboard
• A refreshing overview of how to use punctuation marks correctly every time

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

Day 2

Grabbing your reader’s attention with powerful openings and closings
• 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 wordy opening paragraphs that leave the reader wondering “Huh?”

Persuading 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

Projecting credibility and professionalism
• The 12 most damaging blunders in business writing
• How to curb the use of worn-out business clichés
• Get a firm grip on how to deliver bad news in writing—without a doubt, you will need this someday

Expanding 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
• Straight from the mouths of direct mail pros: Creating sales letters that bring in the orders
• 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
• 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

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