

A powerful one-day seminar from SkillPath

For anyone who writes business letters, memos, reports, proposals or other business-related documents

Business Writing Basics

for Professionals

Tips, techniques and shortcuts for getting the results you want every time you write!

In just one day, you'll learn how to write with more speed, clarity and impact than ever before:

- ▶ How to get started instantly with any writing project
- ▶ How to use your writing to build relationships, sell your ideas and polish your professional image
- ▶ Never miss another deadline—how to write clearly and quickly under pressure
- ▶ How to recognize and eliminate common business writing mistakes that can make you look sloppy and unprofessional
- ▶ Tips from professional writers that will help make your writing more lively and interesting to read
- ▶ How to make sure you're writing from your reader's perspective—and why it's vitally important
- ▶ How to streamline wordiness and cut jargon to get your point across clearly and concisely
- ▶ Professional editing and proofreading tips that are guaranteed to produce error-free documents
- ▶ Make your words more powerful and persuasive by letting your personality shine through your writing

Intrigued?

See inside for details about the whole fascinating day.

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**We're
coming
to your
area ...**

Enroll today!
Call toll free 1-800-873-7545



Effective business writing— an essential career skill

Whether you usually write or prepare one-page letters and memos or multiple-page reports, proposals or other documents, few tasks are as challenging as “putting it in writing” for others to learn from, act upon or respond to.

But writing projects don't have to be dreaded chores to be avoided or put off for as long as possible. When you participate in the one-day Business Writing Basics for Professionals seminar, you'll find out just how easy it is to get started, to organize your thoughts and to present your messages in ways that achieve the positive results you want.

Even “old pros” can benefit from the time-saving techniques, organizing tips and writing skills presented in this fascinating one-day seminar. You'll be amazed at how clear, crisp and professional your writing can be when you master skills like these:

How to use mind mapping to get your ideas on paper quickly and overcome “writer's block”

Sure-fire methods for building an instant rapport with your reader

How to write for busy readers who are interested only in the bottom line

How to weed out the jargon, clichés and excess verbiage that can muddle your message

Valuable pre-writing techniques that can save you endless *rewriting* later

How to deliver bad news in the most painless and inoffensive way possible

Are you writing to inform ... educate ... persuade ... praise ... let down? You'll learn how to make sure you achieve the results you want from each writing effort

Vital skills like these will help you every day. You'll see your respect and credibility grow as you earn a reputation as a business professional who is able to communicate effectively on paper.

Enroll right now while this brochure is at your fingertips. Call toll free **1-800-873-7545**, on-line at www.skillpath.com, e-mail us at enroll@skillpath.com, fax your enrollment form to **1-913-362-4241** or mail the enrollment form on page 7.

► You'll learn to recognize and fix common business writing problems like these:

► PROBLEM #1

Writing With a "Writer" Focus Rather Than a "Reader" Focus

Writer Focused:

I am unable to handle your inquiry, so I've forwarded it to our sales manager, John Brown. I'm sure he'll be able to handle it.

Reader Focused:

Thanks for your interest in our product line. The enclosed brochure answers many of your questions. If you'd like more information, please call our sales manager, John Brown.

Using "you" draws readers in and makes them more receptive to your message.

► PROBLEM #2

Wordiness

Wordy:

We have distributed the manual for the purpose of answering the concerns many employees have in regard to personnel procedures. Please do not hesitate to contact the personnel manager should you have any questions whatsoever.

Concise:

The enclosed manual covers the company's personnel policies and procedures. Please contact the personnel manager if you have questions.

Unnecessary words clutter your message and create confusion for your readers.

► PROBLEM #3

Negative Words and Expressions

Negative:

If you don't send us your completed form by May 1, we won't be able to process it until July.

Positive:

Send your completed form by May 1 and you'll hear from us within three days after we receive it. Forms received after May 1 will be processed in July.

Negative language turns readers off and triggers negative responses.

► PROBLEM #4

Qualifiers and Vague Expressions

Wimpy:

I'd appreciate it if you'd send the inventory list as soon as possible.

Confident:

Please send the inventory list by 3 p.m. Wednesday so I'll have time to review it before Friday.

Writers who lack self-confidence or are unsure of their authority often waffle. Know what you want to say—and say it.

► PROBLEM #5

Clichés and Jargon

Confusing:

This is to acknowledge receipt of the suggestions you sent pursuant to our conversation regarding the facility modifications. Please be advised that we are keeping our options open at this time. We gratefully acknowledge your attention to this matter.

Crystal Clear:

Thanks for your suggestions about our office remodeling project. We are still considering ideas, and I'll let you know if your company's recommendations are selected.

Clichés, jargon and stilted phrases muddle your message. Simple, conventional writing communicates your meaning clearly.

► PROBLEM #6

Passive Voice

Passive:

The proposal was drafted by Mark in record time.

Active:

Mark drafted the proposal in record time.

You get your message across more powerfully and with fewer words when you use active voice rather than passive voice.

A special message from your trainers ...

Dear Professional,

Effective business writing persuades, informs and motivates your readers. What's more, it earns you the respect and credibility you need to advance your career and build strong relationships with co-workers and colleagues.

When you attend this eye-opening one-day seminar, you'll find out just how easy it is to organize your thoughts and get positive results from every letter, memo, report and proposal you write. We'll untangle the writing process and break it down into a handful of straightforward steps that help you get your thoughts across with clarity and ease!

You'll see the difference between the kind of writing that gets good grades at school and the kind of writing that gets *results* in business. Plus, we'll deal with the writing myths that are roadblocks for many business writers. And you'll learn the "how-to's" of effective writing for a variety of business needs ... from choosing the appropriate formats to practical approaches to punctuation, paragraphing, proofreading, editing and spelling. You'll pick up techniques that you can use right away to improve your ability to write persuasively, clearly and powerfully each time you put your fingers on the keyboard or set pen to paper.

Please take a minute to look over the complete outline of this seminar on pages 4 and 5. Then reserve your place today by calling **1-800-873-7545**, on-line at **www.skillpath.com** or by mailing the enrollment form on page 7.

See you at the seminar!

Joy

Joy Jacoway
Business Writing Basics Trainer

John

John Placona
Business Writing Basics Trainer

P.S. Does your writing communicate the message you want? You'll learn the specifics of choosing the style, format and tone that fit each situation and mark you as professional.

Another great reason to attend **Business Writing Basics for Professionals ...**

Your trainer *Joy Jacoway*
or *John Placona*

Joy and John are first-class business writers and highly sought-after trainers who have taught thousands to write clearly, concisely and confidently.

These “old pros” are firm believers in the power of the written word and have devoted years to perfecting their writing skills on the job, in a variety of industries and settings.

Don't feel intimidated by their long list of credentials or their many successes as business writers. They, too, have struggled with the “right” ways to format documents, structure paragraphs, begin letters and get their points across.

Now, in this unforgettable day of learning, they'll boil down all they've learned over the decades into a collection of powerful rules that will make writing easier and more enjoyable.

It's not often you get the opportunity to spend close-up time with writing “coaches” as capable as these. The day will fly by as they show you how to finally take control of your keyboard or pen and write documents that inspire, inform, persuade, sell—or achieve whatever your goal is.

It's high-energy training, delivered by professional writers whose mastery of the English language is flawless. All you have to do is say “Yes” and they'll gladly reveal their time-saving and stress-reducing secrets to writing business documents that make you and your company shine.

*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.

Seminar



What to know before you write

- ▶ Testing your business writing savvy—a self-assessment for pinpointing your strengths and weaknesses
- ▶ The 4 major functions of business writing
- ▶ The 3 rules of business writing you simply can't afford to break
- ▶ Know your subject: Using the library and other resources to become an expert on your topic
- ▶ Know your readers: 6 questions you must ask yourself about the people who read your memos and letters
- ▶ How to get an immediate response to all your business writing by applying a 3-step approach professional advertising people use to sell products

Putting your words on paper

- ▶ Overcoming writer's block: An easy way to get your ideas down quickly
- ▶ How to use freewriting to create a powerful and lively first draft
- ▶ How “thinking small” can help you organize your writing for maximum impact
- ▶ How to write openings that get to the point and keep your reader's attention

- ▶ How to develop your paragraphs to get your ideas across most effectively
- ▶ Words and phrases that ease the transition between paragraphs—and keep your audience reading from start to finish
- ▶ End with a bang! How to write closings that inspire your readers to take action

Say it with style

- ▶ How to take into account your reader's perspective—and why it's vitally important
- ▶ The 2 sentence characteristics that determine whether your reader will comprehend your message
- ▶ The Telephone Test: Why it's essential to apply it to every piece of writing that leaves your desk
- ▶ How to adapt your tone to match the personality of your readers
- ▶ The 15 worst business writing sins and how to avoid them
- ▶ How to use personal pronouns to create an instant rapport with your audience
- ▶ Fresh alternatives to the 10 deadliest business writing clichés
- ▶ The only time it's appropriate to use jargon in a written communication
- ▶ Bullets, underlining, lists and other formatting techniques that make your writing easier to read
- ▶ Unclutter your messages—how to eliminate unnecessary words and redundant expressions from your writing
- ▶ When it's okay to break grammar rules
- ▶ Techniques for spotlighting your key points
- ▶ How to free your writing from unintentional bias that can alienate your readers
- ▶ Putting the power of persuasion to work for you—10 simple rules for getting your readers to “see it your way”

agenda

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



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.

Enroll by phone
1-800-873-7545
or on-line at
www.skillpath.com

Professional editing and proofreading techniques

- ▶ The Golden Rule of business writing and editing
- ▶ Editing techniques professionals use to turn out powerful and effective final drafts
- ▶ Why it's important to read to the end of a document *before* making any changes or corrections
- ▶ Save hours of rewriting—7 questions for pinpointing the strengths and weaknesses of your first draft
- ▶ Never-fail techniques for proofreading technical and financial data
- ▶ How to accurately proofread foreign words
- ▶ A checklist of key points to review before any document leaves your desk
- ▶ Why knowing your natural visual span can keep you from overlooking typos and other credibility-robbing errors

Writing that means business

- ▶ The one important ingredient you must not overlook when writing a business proposal
- ▶ A 4-step process for writing effective business reports
- ▶ The 6 main parts of every winning business proposal
- ▶ 9 tips for writing memos that get your point across without wasting your reader's time
- ▶ Report-writing do's and don'ts that every businessperson must know
- ▶ A 3-part letter design guaranteed to grab your reader's attention, deliver your message and inspire action
- ▶ How to structure your e-mail messages for maximum impact

- ▶ Why it's important for your letters to do more than just convey information
- ▶ The 6 essential elements that are common to every report and proposal
- ▶ Proven tactics for writing a persuasive sales letter
- ▶ 6 guidelines for writing document titles that are accurate and informative
- ▶ How to write PR letters and news releases that create a favorable image for your company

Writing for special situations

- ▶ When the message is tough: How to convey bad news tactfully
- ▶ Style and usage considerations that every person writing international correspondence must know
- ▶ How to say "No" without damaging relationships
- ▶ How to recognize and take advantage of each person's expertise when you're involved in a collaborative writing project

What others are saying about this SkillPath workshop ...

"My language and writing skills have improved greatly because of the seminars offered by SkillPath. Letters and memos that leave my office are written professionally and accurately, which reflects highly on the training I have received."

—Sheila Abbott
Office Manager
Sierra Children's Home

"I found that my writing skills were effective; however, I lacked confidence in my writing ability. This seminar has been extremely helpful."

—Alexis Brinkley
Director of Membership/Marketing
YMCA

"One thing you made evident to me was how much I had forgotten, or never learned, about English, grammar, punctuation and the rules of writing. There is a lot of information for me to acquire. Thank you for your professional touch!!"

—Micheal J. Rinaker

"Great seminar! In seven hours, I learned many useful tools that I will use for a lifetime. Amazing."

—Tanya Hamlin
Customer Affairs
Monumental General

"It was startling to realize how many of the 'sins' I indulge in. Now I know better."

—Tiffany M. Thom
Assistant Watch Supervisor
Kahala Mall Security

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?

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 problem 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. 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 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 the 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 one of the most interesting days you've ever spent.
- 2. We give you only the most important, important information.** There's a lot of information out there that could take you years to gather on your own. In six short hours, 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?

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We guarantee results

If you're not happy, we're not happy. Go back to work and apply the new writing techniques you learned in our 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!



Registration Information

5 easy ways to register:

► by phone

1-800-873-7545
or 1-913-677-3200

► on-line

Enroll on-line at
www.skillpath.com

► by e-mail

enroll@skillpath.com

Please include:

- Name and mailing address
- Session you wish to attend
- Your VIP number as it appears on your mailing label
- Approving manager
- Billing information

► by fax

1-913-362-4241

► by mail

Complete and mail enrollment form to:

SkillPath Seminars
P.O. Box 804441
Kansas City, MO 64180-4441

1. For the fastest service, phone 1-800-873-7545 or 1-913-677-3200. Our customer service representatives will be happy to take your enrollment. The easiest way to guarantee your enrollment is to pay with a credit card when making your reservation, or you can mail in your payment before the seminar date.
2. Visit our Web site at www.skillpath.com for easy on-line registration.
3. Or send your enrollment to us by e-mail at enroll@skillpath.com. Please include the following information: Name and mailing address; session you wish to attend; your VIP number as it appears on your mailing label; approving manager and billing information.
4. If you prefer to fax us your registration, the number is 1-913-362-4241. Please include credit card information or mail in your payment before the seminar date.
5. Of course, you can complete the enrollment form below, clip it and mail it with payment to:
SkillPath Seminars, P.O. Box 804441, Kansas City, MO 64180-4441.

Whatever your method of registration, be sure to enroll right away since space is limited. As soon as we receive your enrollment, we'll send your Express Admission Ticket. Simply bring it with you to the program and hand it to the registrar. If your ticket doesn't arrive before the seminar, be sure to go anyway. We'll be expecting you. Walk-in registrations are welcome on a space-available basis only.

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.

Cancellations and substitutions. Cancellations received up to five working days before the seminar are refundable, minus a \$10 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.

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

Business Writing Basics for Professionals

Please fill in the city and date where you'll attend

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

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E-mail Address _____

Please list additional registrations on a separate sheet and attach.

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Ms. Approving Supervisor _____ Title _____

Organization _____

Mailing Address _____

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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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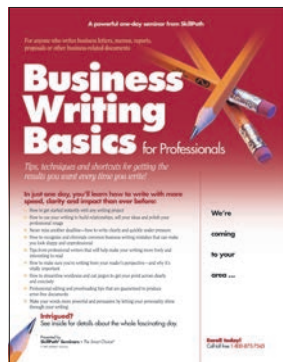
Check # _____ Check amt. _____ Card number _____

Purchase order attached: # _____ Expiration date _____

Invoice my organization _____ Signature _____

Attention: _____

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Get the results
you want every
time you write!

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For anyone who writes business letters, memos, reports, proposals or other business-related documents

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