

A brand-new one-day seminar where you'll learn the *new* rules for writing on the job



Clear & Concise E-mail & Business Writing

We're
coming
to your
area ...

Today's readers don't have time to waste—and neither do you. Attend this seminar and learn how to ensure everything you write (we'll focus *especially* on e-mail) is succinct, precise and gets results.

You'll learn how to:

- Ensure every e-mail you write gets opened and read
- Convey the tone you mean to convey in all your written communications
- Clearly make your point
- Write faster—without mistakes
- Use more of Outlook's features to be more productive
- Write meaningful subject lines
- And much more

To enroll: Call toll free
1-800-873-7545, on-line at
www.skillpath.com

The e-mails you send say a lot about you. Are you sure *yours* send the right message?

Take a look at the e-mails in your inbox. How many contain rambling sentences, misleading subject lines, poor grammar, improper word usage and (yikes) typos? A lot? No surprise. Poorly written, ineffective e-mails are epidemic in today's workplace. *Why don't people get to the point, for heaven's sake, instead of sending out confusing dissertations that waste your precious time? And worse, generate e-mail after e-mail after e-mail to clarify.*

Our feelings exactly! And that leads to the next question: How can *you* ensure every e-mail *you* send is a model of communication excellence that stands out for all the right reasons—even if writing doesn't come naturally for you?

The answer: Attend our new “how-to-do-it” seminar, *Clear and Concise E-mail and Business Writing*. In one day, you'll learn how to spend less time and effort writing ... write more clearly, concisely and confidently ... and make none of the embarrassing mistakes you see others make. With dozens of examples, this confidence-boosting seminar will show you how to easily and immediately improve everything you write from here on out—with a special emphasis on e-mail.



Get answers to ALL your questions about e-mail and business writing—including how to:

- 1 Strike the right tone so you don't mislead readers.** Because e-mail relies solely on the written word—and not your facial expressions or voice—it's easy to misinterpret. Even when you intend to sound positive, your reader may perceive your e-mail as just the opposite. In this seminar, we'll give you tips for conducting a valuable “tone check” that ensures your message doesn't get lost in the translation.
- 2 Get to the point.** Excess words, long sentences, paragraphs that never quit ... bad habits like these cause all kinds of confusion and can require multiple e-mails to clear up. Who has the time? You've got to get to the point. We'll show you how to use far fewer words, space and mental bandwidth to say exactly what you intend to say in a way that'll get the results you're looking for.
- 3 Write faster without sacrificing a thing.** Your inbox is overloaded! You have to bang out e-mails just to keep up. In this seminar, you'll learn shortcuts and tips that'll slash the time you spend on e-mail and business writing by as much as 50% without impacting the quality. Imagine producing first drafts that sparkle and making multiple rewrites a thing of the past. Now dream of what you'll do with all that extra time!
- 4 Catch embarrassing mistakes before others do.** Has a colleague, a client—or even worse, your boss—ever pointed out a mistake you made in an e-mail? Embarrassing! Mistakes make you look bad, put your credibility in doubt, create havoc with customers and clients and can even cause lost sales. The good news is that you can avoid virtually all of these errors. We'll share some e-mail-friendly proofing tips during the seminar.

Don't miss this one-of-a-kind opportunity to master workplace-proven techniques and strategies that are the hallmark of a true writing professional—that'll be you. **Register now.**

Have you been guilty of writing e-mail subject lines like these?

“Quick question”

“Follow-up about Thursday”

“Important! Read immediately!”

“Meeting”

In this seminar, we'll show you how to treat your subject lines like “headlines”—and get maximum results from every message you write.



If you want people to actually read what you write ...
it's time for an intervention!

If you've said to yourself:

- I admit I'm not the strongest business writer in the world. (Don't feel bad—millions of us are in the same boat.)
- I've made an inventory of all my e-mail and business writing sins ... the wordiness, disorganization, lack of clarity, grammatical errors.
- I could use some help to build my skills, restore my confidence and ensure everything I write from here on out is succinct, precise and gets to the point quickly.

Then we can't wait for you to join us!

Writing skills play a big part in your career success—even when you don't have an official “writing” job—don't they? The principles, shortcuts, tips and “how-to's” you'll learn in *Clear and Concise E-mail and Business Writing* are ones you'll use every day to present your image professionally in every writing project you take on.

Make the decision that will transform an increasingly larger and more important part of your work life for the better. **Register now.**

“OK, but can a seminar like this *really* make a difference in my e-mail results?”

To know for sure, ask yourself:

- Do people ever ignore my e-mails?
- Am I overwhelmed by the number of unopened and unanswered e-mails in my inbox?
- Has anyone ever caught me off guard by saying I sounded bossy, angry or short in an e-mail when I didn't intend to?
- Have I ever sent an e-mail with a grammatical mistake, a misspelled word, a wrong date—or worse?
- Is *any* type of writing project stressful for me?
- Do I fire off so many quick e-mails that I've let myself fall into the “it's only e-mail” trap (and forgotten about quality)?
- Do I ever freeze up when my boss asks me to write “a quick memo”?
- Do I rely on writing software and templates too much?
- Do I marvel at people who can get their message across in half the number of words it takes me?

Answering “yes” to even one of the above is reason enough to attend this seminar. This is where you'll learn how to improve your writing and the results you're getting—or **not** getting—because of poorly written business communications.

Microsoft® and Outlook® are registered trademarks of the Microsoft Corporation. SkillPath claims no ownership interest in the trademarks.

Seminar Agenda

1 The new rules for improving e-mail results and productivity

Clarity, conciseness, accuracy and organization are essential components of e-mail—and the surest way to get your e-mails to stand out, get read and get results. In this session, you'll learn how to spot and eliminate troublesome habits that sabotage your e-mail effectiveness and consistently write e-mails you can send with no worry.

- Dispelling common myths about e-mail
- Why striking the right tone in e-mail is so important—and so difficult
- In praise of bullets: Learn how to use them so your reader can zoom right in
- Subject lines: What works, what doesn't ... we'll show you
- Semicolons don't belong in e-mail! How to keep sentences short
- Don't write a novel! Cutting excess words saves you *and* your reader time
- How to quickly answer every reader's top question: "What's the point?"
- Use the 1-to-1 formula to prevent your point from being buried
- Should you e-mail—or call? The "2X rule" makes that decision easy
- Three temptations of e-mail you have to resist—even if others don't
- E-mail in the real world: Examples of the good, the bad and the ugly
- The biggest e-mail etiquette mistakes—are you guilty?
- Just because you *can* send e-mails at the speed of light doesn't mean you *should*: How pausing before hitting "Send" will pay off

2 Strengthening your writing with business writing "how-to's"

The increased use of e-mail has definitely put the spotlight back on solid business writing. But writing is a skill many people struggle with. In this session, we'll address the principles of good business writing and show you how to plan, organize, write, evaluate and revise your e-mails—and your letters, memos and reports—based on these enduring best practices.

- Getting started—tackling the demons that cause *you* to procrastinate
- Why you can't go wrong using plain and simple English—especially in e-mails
- Quick and painless grammar "how-to's"
- In the hot seat ... tips for writing under pressure
- Want to write faster? Do these four things first
- What you can learn from your newspaper's home page about getting to the point
- How readable is your message? Grade yourself
- Presenting complex information without causing readers to wonder, "Huh?"
- Why, when and how to use transition words
- How to write for people who scan instead of read—in other words, everybody!
- Internal vs. external communication: How your tactics must change
- How to eliminate trite, clunky and cumbersome language and other signs of lazy writing
- The finishing touch: Simple proofreading techniques to ensure your piece passes the "pro" test

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.

3 Why good communication matters—no matter what the channel

Poor communication is the root cause of lost productivity. And more and more, that communication is in writing. In this session, you'll learn that when "speaking" in e-mails and business correspondence, all the rules of good communication apply. Yes, you can virtually eliminate misunderstandings and miscommunications in your writing. We'll show you how.

- The first lesson in business communication (it has nothing to do with "words")
- How to avoid written communication breakdowns
- Do's and don'ts when writing on the job—especially e-mails
- So communication isn't one of your strengths? How you can change that—overnight
- How to hit the mark with everything you write: The secret is knowing your audience
- How to avoid turning people off with your e-mails
- Making a positive impression with everything you write
- Masterful ways to persuade colleagues, higher-ups, clients, vendors ... anybody you write to
- Letting the "credible you" shine through

To enroll: Call toll free
1-800-873-7545, on-line
at **www.skillpath.com**

4 Maximizing the full capabilities of Outlook® to become a more productive e-mailer

Like many business professionals today, you probably spend plenty of time every day in Microsoft® Outlook. Don't waste it! Outlook offers a breadth of e-mail management tools that will save you time and headaches. Come learn user-friendly tricks, shortcuts and secrets in this session that will double your productivity in no time.

- The secret to an empty inbox—deciding what to do with every single message
- Four cool ways Outlook will make you a more productive e-mailer
- Using Outlook's advanced tools to shrink your inbox
- Ways to customize Outlook to meet your unique communication needs
- How Outlook is reinventing e-mail management to keep up with on-the-go business professionals—take advantage!
- What you need to know about Outlook's "rules" to save time and stay organized
- Great ways Outlook helps you respond to e-mail faster
- How Outlook's color-coding system will make your life so much easier
- Worried you'll forget a message or a task? Let Outlook remind you!
- Do you waste too much time searching for past e-mails? Problem solved!



Did you know?

- Some **190 billion** e-mails are sent daily—that's more than **2 million** every second
- **730 million** business e-mail inboxes exist
- The average business user receives **25** e-mail messages per day and spends **2.6** hours per day reading and responding to e-mail
- **60%** of business correspondence has grammatical or spelling errors
- There are **1.2 billion** e-mail senders
- **25%** of all e-mail accounts are business accounts

There's no doubt that e-mail is the heartbeat of business communication—making it extra important that your “written image” reflects your credibility and professionalism. **Register today.**

We Guarantee Results

If you're not happy, we're not happy. Go back to work and apply the new 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!

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?

To enroll: Call toll free
1-800-873-7545, 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.

SkillPath is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Web site: www.nasba.org. This seminar qualifies for 6 CPEs. Previous work experience and/or background knowledge should be obtained before attending this seminar. Program level: Intermediate. For more information regarding administrative policies such as complaint and refund, please contact our offices at 1-800-873-7545.

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?



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

Clear & Concise E-mail & Business Writing

Today's readers don't have time to waste—and neither do you. Attend this seminar and learn how to ensure everything you write (we'll focus *especially* on e-mail) is succinct, precise and gets results.

Locations and 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
Kansas City, MO 64180-4441

BY E-MAIL: enroll@skillpath.com

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.

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

Mr. _____ Title _____
Ms. _____

E-mail Address _____ (Program # _____)

Mr. _____ Title _____
Ms. _____

E-mail Address _____ (Program # _____)

Mr. _____ Title _____
Ms. _____

E-mail Address _____ (Program # _____)

Mr. _____ Title _____
Ms. _____

E-mail Address _____ (Program # _____)

Please list additional registrations on a separate sheet and attach.

Mr. _____ Title _____
Ms. _____

Approving Supervisor

Organization _____

Mailing Address _____

City, State, ZIP _____

Telephone _____ Ext. _____

Fax _____

Mailing information Please fill in the spaces below with the information that appears on your mailing label.

Your Preferred Customer Number: _____

Your VIP Number: _____

Payment information (Please pay before the seminar):

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

Confirming phone registration: # _____

Charge to: MasterCard Visa

Check enclosed payable to: **SkillPath Seminars**
Mail to: SkillPath Seminars, P.O. Box 804441, Kansas City, MO 64180-4441



Discover AmEx

Check # _____ Check amt. _____ Card number _____

Purchase order attached: # _____ Expiration date _____

Invoice my organization

Attention: _____ Signature _____

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

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____



SkillPath's FREE e-newsletter—get it today! Our e-newsletter brings some of the greatest ideas from SkillPath's most popular courses right to your desktop or laptop. It's easy, it's free—and it has something for everyone in your organization: Skill-building articles, software tricks, seminar schedules and special discounts. Subscribe yourself—and all the key members of your staff—today at www.skillpath.com.



SkillPath Seminars
 6900 Squibb Road
 P.O. Box 2768
 Mission, KS 66201-2768

a division of The Graceland College Center for
 Professional Development and Lifelong Learning, Inc.

NONPROFIT ORG.
 U.S. POSTAGE
 PAID
 Graceland College Center
 for Professional Development
 and Lifelong Learning, Inc.

Time-Sensitive Material



Ensure everything you
 write stands out for all
 the right reasons

EMAIL #03121



PLEASE  RECYCLE

Printed in the USA



A brand-new one-day seminar where you'll learn the *new* rules for writing on the job

Clear & Concise
**E-mail &
 Business
 Writing**

To enroll: Call toll free **1-800-873-7545**, on-line at www.skillpath.com