Business Writing

Instructional Investment: $900 for half-day for 1 – 25 students

Materials Investment: Master copy of handouts provided for your duplication

Program Goals: Enhance your ability to

- Communicate your intended message
- Convey an appropriate image
- Increase your value to your organization

Program Objectives: To examine and practice important keys to effective business writing

Program Outline:

- Recognize and write according to your purpose
- Consider the receiver
- Follow the writing process steps
- Plug in to the power of words
  - Clarity
  - Conciseness
  - Straightforwardness
- Pay attention to structure, style & tone
- Apply appropriate rules of grammar
  - Subject/verb agreement
  - Misplaced modifiers
  - Sentence fragments
  - Run-on sentences
  - Mistaken punctuation
  - Consistency of tense
- Proof and edit your document carefully
- Improve the quality of e-mail messages
In addition to the items listed in the Business Writing proposal below I would also like to review the following topics:

- Topics & Concepts - Relevant & Important Issues - briefly
- Market & Target Audience to Proofreading
- Descriptive but short Catchy Headlines - briefly
- Graphic Design and Look of your Newsletter - We use a template so this may not be applicable.
- Making a Good First Impression