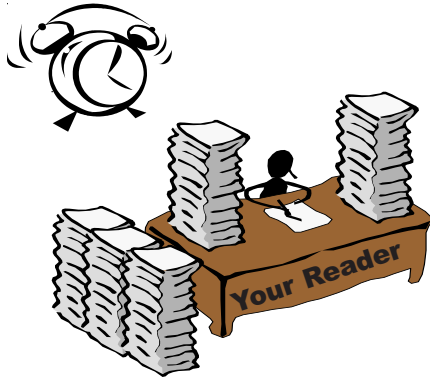


Business Writing

Get Your Point Across in 30 Seconds



Give your readers the main point in 30 seconds and cut reading time in half

Early reader payoff

E-mail, letters, short reports, proposals . . . Most written documents fail to give readers the "main point" that tells them what the message is all about. Much of today's business writing contains too much or too little information, with scattered logic and unrelated points that leave readers frustrated. When you clearly state your purpose, you give readers an "early payoff" that will engage them in your message and prompt them to follow through with the necessary action steps.

Who should attend

This program can be tailored for all levels. It is helpful for individuals who write frequently on the job and need new tools to connect with busy readers for better results.

What you will learn

In today's multitasking work environment, busy readers want to know why you are writing to them within the first 30 seconds. They want to read quickly, understand what is expected, and respond. In this hands-on program, you will use a simplified writing template to organize your message and learn how to:

- ◆ connect with your reader by stating the purpose up front
- ◆ develop supporting points that clarify your purpose
- ◆ motivate your reader to take action
- ◆ write shorter sentences using the active voice
- ◆ avoid costly writing mistakes

Program format

Business Writing: Get Your Point Across in 30 Seconds is a two-hour session where participants learn new tools during lunch. They practice using job-related writing samples and current writing projects. In addition, this workshop can be tailored to meet a group's specific writing needs. The program concludes with an action plan for putting new skills to work.

One-on-one writing coaching is also available.

To register, contact:

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