

## HOW TO SHARPEN YOUR BUSINESS WRITING SKILLS

Get the business writing skills to compose powerful, professional documents that get attention and prompt action.

Seminar #2516

### Overview

As the recession impacts the way business is conducted on a daily basis, there's less time than ever for ineffectually written business communications. To attract the attention of today's busy readers, you must respond to their need for clarity and conciseness in written communication. In this 4-day workshop, you'll get the business writing skills you need, overcome writer's block, learn to recognize and avoid common mistakes and receive a toolkit of proven techniques for delivering information powerfully, persuasively and professionally. Bring a current project and get one-on-one feedback on your business writing skills.

### Schedule

- [4] days

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- [4] days - **\$2,445** Non Members
- [4] days - **\$2,195** AMA Members
- [4] days - **\$1,880** GSA

### Credits

2.4 CEU

### Schedule

We have 15 scheduled sessions located nationwide starting between 6/4/2012 - 2/4/2013

Date	Location	Duration
Jun 4, 2012 - Jun 7, 2012	Arlington/Washington DC, DC	4 Days
Jun 18, 2012 - Jun 21, 2012	San Francisco, CA	4 Days
Jul 16, 2012 - Jul 19, 2012	New York, NY	4 Days
Jul 23, 2012 - Jul 26, 2012	Arlington/Washington DC, DC	4 Days
Aug 6, 2012 - Aug 9, 2012	Chicago, IL	4 Days
Aug 20, 2012 - Aug 23, 2012	Arlington/Washington DC, DC	4 Days
Sep 10, 2012 - Sep 13, 2012	New York, NY	4 Days
Sep 17, 2012 - Sep 20, 2012	San Francisco, CA	4 Days
Oct 1, 2012 - Oct 4, 2012	Arlington/Washington DC, DC	4 Days
Oct 22, 2012 - Oct 25, 2012	Boston, MA	4 Days
Nov 5, 2012 - Nov 8, 2012	New York, NY	4 Days
Nov 12, 2012 - Nov 15, 2012	Atlanta, GA	4 Days
Dec 10, 2012 - Dec 13, 2012	Arlington/Washington DC, DC	4 Days
Dec 17, 2012 - Dec 20, 2012	San Francisco, CA	4 Days
Feb 4, 2013 - Feb 7, 2013	Chicago, IL	4 Days

Registering more than 4 people, please call 1-877-566-9441.

### How You Will Benefit

- Update and improve your business writing skills for more effective and persuasive emails, memos, letters and reports
- Organize your documents with your readers' needs in mind
- Create reader-friendly layouts to highlight important information
- Craft sentences that get and hold your readers' attention
- Edit your writing for clarity and ease of reading
- Avoid archaic expressions and common grammar, punctuation and usage errors

### What You Will Cover

#### Seven General Concepts

- Stating your purpose quickly
- Separating details from actions
- Writing conversationally to engage your readers
- Updating your writing style for today's business environment
- Being specific and concrete
- Being personal and positive
- Avoiding overworked words and phrases

#### Organizing Information

- How to start writing quickly
- Organize information to help your readers
- "Data dumping" and mind mapping as organizational tools

#### Being Concise and Clear

- Measure your writing efficiency
- Recognize and eliminate unnecessary words, phrases and repetition
- Techniques for writing concretely
- Substitute heavy, confusing phrases with simple language

#### Using Strong Verbs

- How strong verbs improve writing
- Identify and avoid masked and passive verbs

#### Writing Letter

- Salutations and openings that get attention
- Effective transitional sentences and closings
- Personalize your letters to create interest and establish credibility
- How to be positive and convey sincerity

- Write refusal letters with clarity and tact

#### **Reviewing Mechanics**

- Correct grammar, punctuation and word usage
- Parallel construction
- Proofreading techniques

#### **Showing Emphasis**

- Structure your sentences for greater impact
- Reduce unnecessary story details
- Design your page effectively

#### **Writing Emails, Memos and Reports**

- Write simple, to-the-point e-mails
- Create attention-getting subject lines
- How to write a strong lead sentence
- Use a reader-friendly layout to emphasize main ideas
- Best practices of email etiquette
- Organize your findings into a concise, effective format
- Design strong paragraphs to state your case powerfully
- Add graphic elements to organize and support your ideas
- Use an effective format for proposals

#### **Who Should Attend**

All business professionals who are required to present ideas in writing and wish to sharpen their business writing skills.

#### **Special Feature**

Bring a sample written piece for one-on-one feedback from your course leader.

**Note:** This course focuses on business writing skills. Participants interested in improving grammar should register for *The Grammar Course Seminar #2236*.

#### **Ways to Register**

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)