

**American Management Association's
AMA's 2-Day Business Writing Workshop**

Guidelines for Effective Business Writing

- Understand the Principles That Ensure Effective Business Writing
- Understand the Need for Planning and Establishing Purpose
- Meet the Reader's Needs and Expectations
- Use Techniques for Overcoming Writer's Block

Writing the First Draft

- Learn Techniques for Achieving Clarity and Precision in Daily Business Writing
- Understand the Role of Word Choice
- Construct Sentences That Are Clear and Direct
- Use Linking Words and Phrases in Sentences and Paragraphs
- Understand Active and Passive Voice and Parallelism
- Employ Various Patterns of Organizing Information

Memos and Letters

- Review Guidelines for Writing Effective Memos and Letters
- Understand the Importance of Opening Sentences
- Learn How and When to Use Persuasive, Positive and Negative Words
- Know How to Use Appropriate Tone

Composing Email

- Know the Guidelines for Writing Effective Email
- Understand the Importance of Subject Lines

Editing and Proofreading the Final Version

- Recognize Common Proofreading Errors
- Practice Techniques for Effective Editing and Proofreading
- Review Methods for Revising the First Draft
- Avoid Sexist or Offensive Language
- Review List of Often Confused Words