

**American Management Association's
AMA's Business Writing Workshop**

LESSON ONE

- Apply the Principles of Effective Business Writing
- Establish a Clear Purpose in All Your Writing
- Meet the Reader's Needs By Providing Sufficient Detail

LESSON TWO

- Use Techniques for Overcoming Writer's Block
- Employ Understandable Patterns of Organizing Information
- Use Linking Words and Phrases to Connect Sentences and Paragraphs

LESSON THREE

- Achieve Clarity and Precision in Daily Business Writing
- Choose Concise, Direct Language
- Detect Tone Issues and Determine the Best Tone for a Given Business-Writing Situation

LESSON FOUR

- Revise First Drafts for Purposefulness, Detail, and Organization
- Edit Language Effectively and Efficiently
- Proofread Messages for the Most Common Errors