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

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