



LIVE SEMINAR

# Business Writing for Results



## THIS SEMINAR AT A GLANCE:

- Make your writing more interesting to read
- Avoid common writing flaws that guarantee your document won't be taken seriously
- Eliminate procrastination and the agony in beginning a writing project
- Create a hook to entice the reader
- Develop a writing style to accommodate the reader's personality
- Identify negative trigger words
- Use words that sell your ideas
- Apply six tips to avoid wordiness
- Employ the new "conversation test"
- Replace the dull, obscure, boring closings with innovative endings
- Get your readers to act now to meet your deadlines

# Business Writing for Results

## SEMINAR SUMMARY



### An outstanding seminar for everyone who writes in the business environment!

- If you want to increase business opportunities
- If you want to close the sale
- If you desire to write a more concise, clear, constructive and complete document

This one-day seminar will give you the power tools that you need.

Because writing is the personality of any business, organizations need to ensure that their employees are communicating to their targeted audience a friendly tone, genuine enthusiasm and sizzling energy.

Moreover, to ensure the competitive edge, staff members need to be equipped with the ability to:

- Overcome writer's block
- Capture the reader's attention
- Avoid sounding pompous
- Get to the point quickly
- Treat intended audiences to a crystal-clear message

#### Who will benefit?

- Secretaries
- Administrative personnel
- Sales staff
- Managers and supervisors

#### As a result of this training:

- Writing projects will be timely
- Writers' esteem and morale will significantly increase
- Productivity will rise
- Writers will know to express and not to impress
- Stress will be less
- Writing will be error-free
- Writers will use the platinum rule

### PROGRAM AGENDA

Your on-site certified trainer welcomes the opportunity to tailor this seminar to meet your organization's specific goals, objectives and needs.

#### Reader-Centered – Know Your Audience

- How to identify your audience and invoke the platinum rule to get a faster response
- How to recognize the cues from your audience to customize a response
- How to present a visually appealing document that is sure to be read first
- How to turn tragic into magic by choosing the right words
- How to use proactive techniques to control deadlines
- How to incorporate the specifics and avoid ambiguity
- How to select just the right format and language for your specific audience (including multiple audiences)
- How to avoid "To Whom It May Concern"
- How to prevent gender error in salutations
- How to apply salutation options

#### Writer-Centered – Getting Started

- How to think building blocks, not buildings
- How to avoid rambling and ambiguity
- How to use the PRODUCE model to produce any document; i.e. memos, letters, reports, etc.
- How to organize your thoughts
- How to use the clustering technique
- How to implement the draft technique
- How to edit your document

#### Focus on Style Issues

- How to use the six keys to clear writing
- How to measure the length of your words, sentences and paragraphs
- How to use updated spacing techniques between sentences
- How to recognize passive voice and why changing it to active voice will create more interest for your reader
- How to give an energy boost to your writing

#### What is the presentation format?

Your certified trainer will tailor this one-day interactive seminar to meet your company's specific needs and objectives. Attendees are invited to offer writing samples in advance.

Workbook activities enhance genuine learning and provide a valuable resource for participants to have in their professional library. Group and partnership activities reinforce the learning experience and the benefit of feedback in the writing process. In addition, questions are encouraged.

- How to deliver information concisely, clearly, and correctly
- How to use redundancy to your advantage (and when not to be redundant)
- How to persuade your audience to approve your proposal

#### Creating Polished Documents

You will implement the power tools of efficient and effective writing into specific kinds of writing. The Goodwill Letter, including the congratulatory letter and thank-you note, will consider the following elements:

- Three power points to include
- Handwritten versus computer-generated
- Right-justified margin versus ragged edge

#### The Complaint Letter focuses on the following:

- 11 essential components, including tone and objectivity
- Recognizing the need for a "cooling-off" period
- Knowing and relating the facts

#### The Good News Letter delivers the following:

- Seven essential components
- Offers a brief apology
- Avoids resentment

#### The Bad News Letter addresses the following:

- Saying "no"
- Remaining positive
- Providing alternatives
- Maintaining goodwill

#### Professional Reports include the following:

- Avoiding the essay syndrome
- Knowing the eight components for clear reading to ensure clear writing
- Identifying how managers read reports to target their specific needs

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#### Enroll Today!

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Additional information can be found in our FAQs:

<https://www.pryor.com/faq/>

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