LIVE SEMINAR

# Engaging and Polished Business Writing and Grammar

## THIS SEMINAR AT A GLANCE:

**In just two days, five big benefits you'll see immediately:**

- You'll banish writing-related stress and anxiety.
- Your colleagues will take you more seriously, your credibility within your organization will soar and you'll never again feel like your writing skills are holding you back.
- Your written documents will carry more clout, keep readers interested to the very end and persuade them to take action.
- You'll easily catch grammar goofs, punctuation faux pas and other costly mistakes before materials reach their final destination.
- You'll enjoy more free time!

**Who will benefit:**

- Secretaries
- Receptionists
- Administrative Assistants
- Managers
- Supervisors
- Sales Professionals
- Anyone who wants to inject their business writing with more power, persuasiveness and polish!

PRYOR Learning

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SEMINAR SUMMARY

## Does facing a blank piece of paper or computer screen make you anxious, worried or even a little panicky?

Take heart; you're not alone! For countless professionals just like you, sitting down to write a memo, report, letter, proposal or other business document is an exercise in frustration. Whether you are unsure of what to say and how to say it, intimidated by the whole writing process, worried you'll let foolish mistakes slip through or just wish your writing had a little more "oomph" to it, this seminar can help!

### Seminar Objectives:

- Write memos and letters that are read, remembered and acted upon (instead of ignored or discarded).
- Convey a more professional, competent image through your writing.
- Master creative exercises to help you break free of writer's block!
- Eliminate bad grammar, poor punctuation, misused words and other embarrassing blunders from your writing.

### As a result of this training:

We've found with interactive, hands-on workshops, a two-day format is ideal. You'll have more time to absorb what you've learned, practice and perfect your new skills with the help of your trainer.

This seminar isn't about memorizing endless rules or diagramming sentences. Instead, it presents creative techniques, clever strategies and simple solutions for:

- Writing under deadline pressure.
- Clearly organizing your thoughts.
- Use powerful, compelling language to present your ideas.
- Boosting your working knowledge of grammar, punctuation, spelling and sentence structure.

If you want to shore up your writing skills and make sure others see you as a confident capable communicator, this dynamic workshop is not to be missed! We've taken great pains to ensure the content of this workshop is fun, fast-paced, high-energy and reflects the latest research into adult learning techniques.

## PROGRAM AGENDA

### DAY ONE

#### First Things First

- A fun, confidential assessment of your current writing skills.
- How your personality affects your written communication style: are you Visual? Auditory? Kinesthetic? A combination?
- The secrets for adapting your style to easily communicate with different personalities.
- Six questions to ask yourself about your project before you write even one word.
- Six different ways to create an outline for your project and dramatically speed up the writing process.
- Patterns of order: What are they? How do you know which is best for your document?

#### Ready, Set, Write!

- How the A.I.D.A. method can help you organize your document for maximum impact.
- How to use business language without sounding forced or stilted.
- Tips for creating a conversational tone, while maintaining overall professionalism.
- How to "unbloat" your writing by using fewer words that carry greater impact.
- Tips to catch and eliminate redundant wording and phrases.
- How to pepper your writing with strong action words that mean business and get results.
- How to use persuasive language throughout your written document.
- A call to action: the perfect ending for a document.

### DAY TWO

#### Grammar and Punctuation Ground Rules: Back to Basics

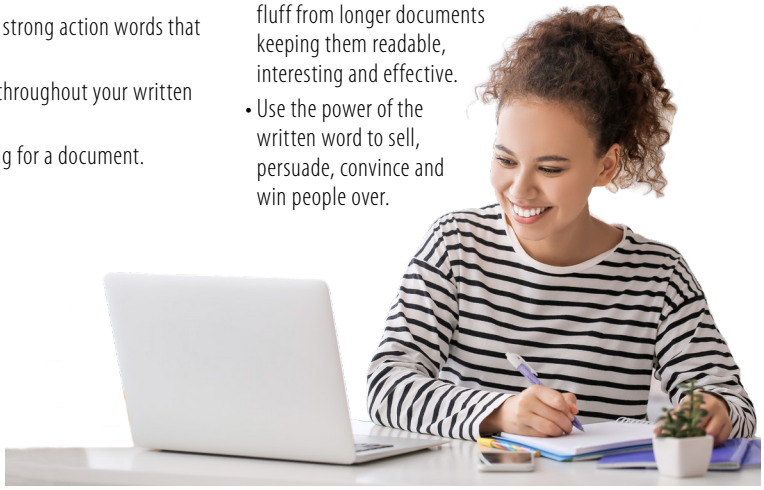
- Four main sentence types: simple, complex, compound, compound-complex.
- How to write a powerful closing paragraph.
- Five types of transitions – how to use them to "smooth the way" and lead readers through your document.
- Pinpoint slang, jargon and clichés and purge them from your writing.
- Words and expressions to steer clear of (some may find them sexist or offensive).
- The most commonly misused words in business writing – which are you guilty of using?

#### Proofread for Perfection

- Seven "hazards" to watch for when editing a document.
- Common proofreading marks used by professionals.
- Special techniques editors use to seek out tricky typos, punctuation problems and other hard-to-see mistakes.

#### Writing Skills You Positively Can't be Without

- Four effective business letter "templates" that you'll use again and again.
- Apply the "less is more" strategy to your writing.
- Ways to trim the fat and cut the fluff from longer documents keeping them readable, interesting and effective.
- Use the power of the written word to sell, persuade, convince and win people over.



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05-2025


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