



## High-impact business writing

Our courses

People today are busier than ever. Despite the credit crunch (or because of it), getting attention is still almost as difficult as getting money. Finely tuned business writing skills give you a real advantage when you need to get people to sit up and take notice.

### Make everything you write count

In this intensive, practical session, an expert trainer will show you how to produce effective business writing quickly, and get your documents to the top of the pile. You can apply the methods we teach to all areas of your business: proposal writing, reports, letters and emails.

### Work on your own writing

The trainer will analyse one of your documents before the course, to show you which particular skills to focus on if you want to make the biggest impact with your writing.



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#### Who is it for?

The techniques on this course will benefit anyone who has to write anything at work. Ever. The trainer will pitch the course according to the writing level and confidence of the participants.

#### How long is it?

One day + short one-to-one coaching session.

#### Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- The course is tailored so that examples and exercises are relevant to your work area.
- Targeted follow-up coaching focuses on ongoing problems.
- Follow-up support includes free telephone and email support for a year.

## What you'll learn

On this one-day course you will learn how to:

- **set a clear objective**
- **build a logical structure**
- **get your key messages across**
- **choose an appropriate style**
- **establish and build rapport**
- **keep readers reading**
- **make your writing more readable**
- **write confidently and clearly**
- **construct sound, clear sentences**
- **use punctuation logically and helpfully**
- **be sure of your grammar**
- **leave a positive last impression.**



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### Course programme

#### High-impact business writing

##### 9.30 Introduction

- Welcome
- Course overview

- Why good writing pays off
- Putting the reader first
- Having a clear objective

##### 10.45 Coffee

- Building a persuasive argument
- Getting started
  - Overcoming writer's block
  - Assembling the facts
- A logical structure
  - Making the information flow
  - Meeting (all) readers' needs
- Intros and endings
  - Building rapport quickly
  - Making endings memorable

##### 1.00 Lunch

- Improving readability
  - Reader-centred writing
  - Make your writing active
  - Writing in plain English
  - Structuring your sentences for easy reading

##### 3.30 Tea

- Effective letters
- Making the most of email
- Confident grammar
- Perfect punctuation

##### Summary

##### 5.30 Close

Get your documents read: discover how to grab your readers and keep them reading.