A COMPREHENSIVE TWO-DAY WORKSHOP

BUSINESS WRITING & GRAMMAR SKILLS

Gain smart tools and easy-to-use techniques that’ll transform your writing from so-so to sensational!

- Write faster and better—GUARANTEED
- Eliminate costly, embarrassing mistakes
- Build your credibility and get great results
- Add more clarity and power to all your business documents
- Get hands-on practice honing your unique writing style
- Take the hassle and frustration out of writing
- Train in a relaxed, interactive workshop where learning is FUN!

Enroll at NationalSeminarsTraining.com/GW2 or call 1-800-258-7246

Also available on demand. See inside.
The number is staggering. But, while many professionals’ writing skills aren’t up to speed, the need for solid written communication is stronger than ever. In fact, 98% of top executives say that effective business writing is the skill most needed for professional recognition and success!

Let’s face it: Exceptional writing skills are the mark of exceptional professionals. So, if you want to stand out from the crowd, attending this seminar is a surefire way to boost your skills fast!

You’ll learn how to take the aggravation and frustration out of writing!
Writing may not come naturally for you, but there are tips and techniques to get words flowing freely with a lot less effort and aggravation. Think of it: No more struggling over what to say and how to say it! We’ll teach you how to organize your ideas and get words down on paper quickly. Not only will you find it easier to write, but also you’ll cut your writing time by 30% – 40%!

You’ll become a more powerful, compelling communicator …
Have you ever read a business letter where the message was as clear as mud? (Or, worse, have you ever written one?) The true mark of strong business writing is that it gets the results you want. Clear, concise, compelling writing is key to achieving your aim. When you attend this workshop, we’ll help you develop a powerful writing style sure to get the results you want!

You’ll eliminate embarrassing mistakes …
How many times have you uncovered a glaring grammar or style error AFTER it was too late to correct? Mistakes not only tarnish your reputation, but they also reflect poorly on your organization. And, the truth is, most mistakes can be avoided by knowing a mere handful of easy-to-remember grammar and usage rules—rules you’ll master at this workshop.

And you’ll learn in a fast-paced, interactive, FUN environment!
If you still have nightmares about diagramming sentences on the blackboard in freshman English, you can relax. While this workshop is intensive and thorough, it’s tailored for busy professionals who have real-world needs. Our two-day format allows you time to practice—and thus reinforce—what you’ve learned. Plus, your expert trainer is a pro at creating a relaxed, energizing learning environment that enhances how much you retain and makes learning fun!

So, what are you waiting for?
Business Writing & Grammar Skills offers you the rare opportunity to upgrade your writing skills and add professional polish to every piece of written communication you create from now on. Why wait another minute to transform your words from so-so to sensational?
You’ll say good-bye to common business writing errors like these:

1. **Wordiness** waters down your message and confuses your readers.
   - *Wordy:* We want to call your attention to the fact that quite a lot of our customers have expressed their unhappiness to us about the decrease in the level of quality of the kind of paper you’ve switched to in the manufacture of your product.
   - *Concise:* Many customers are unhappy with the lower-quality paper you’re now using in your product.

2. **Negative Words** and phrases push your readers’ buttons and usually earn a negative response.
   - *Negative:* There’s absolutely no way our understaffed and overworked department can meet the impossible deadline you’ve set for this project.
   - *Positive:* We’ll need to extend the project deadline for our department.

3. **Misplaced Clauses** can lead to confusing or ridiculous sentences.
   - *Misplaced:* During the annual meeting, employees cheered as the company flag was raised up the new flagpole, followed by the chairman of the board giving his speech.
   - *Correct:* The chairman of the board spoke at the annual meeting after employees cheered as the company flag was raised on the new flagpole.

4. **Subject-Verb Agreement** is a common problem in business writing.
   - *Non-agreement:* Our central office complex and nearby residences was badly damaged in last month’s flood.
   - *Correct:* Our central office complex and nearby residences were badly damaged in last month’s flood.

Writing is a process, and the process is the same regardless of what you write.

---

**10 Key Ways Your Writing—and YOU—Will Benefit From This Workshop**

1. Make readers sit up and take notice with attention-grabbing words and phrases.
2. Present even the most complex material in easy-to-understand language.
3. Stop staring at a blank screen or sheet of paper—overcome writer’s block once and for all!
4. Communicate clearly and powerfully, every time you put words on paper.
5. Eliminate embarrassing grammar errors from your writing.
6. Keep your readers from snoozing by slashing wordiness and ditching dull, repetitive language.
7. Sell your ideas, products, or services effortlessly, using amazingly easy techniques.
8. Drive your message home and get the results you need.
9. Write with confidence, assured your letters and memos are on target and error-free.
10. Eliminate tired, out-of-date words and jargon and boost your effectiveness immediately!

---

**This Seminar Is Also Available on Demand**

We understand that sometimes the times and dates of live training are not convenient for you. That’s why we make it easy for you to access the same great training you enjoy in our live seminars through our on-demand seminars.

**Business Writing & Grammar Skills** is now available on demand—which means you can learn where you want, when you want. Your paid enrollment in the on-demand seminar entitles you to one full year’s access to this seminar training.

Interested in building your skills today? Then consider our on-demand training. Call 1-800-258-7246 or order online at [NationalSeminarsTraining.com](http://NationalSeminarsTraining.com).

Your on-demand access to the seminar is available for an individual; group training programs are available.
Express yourself clearly and professionally with these powerful writing skills

Program hours: 9 a.m. to 4 p.m. each day • Registration begins at 8:15 a.m. on Day 1

Where to Begin?
Tips for Getting Started
Writing—Quickly
• Simple ways to plan what you write
• The secret to cutting your writing time by 30% – 40%
• Key questions to answer before you begin writing
• A systematic way to organize your thoughts and information
• Surefire tips for overcoming writing anxiety

Basics of Solid Business Writing
• Why a casual tone is key to today’s business communication
• How to present details and explanations clearly and simply
• Strategies for avoiding wordiness and eliminating stiff, formal language
• Why being concise is imperative to getting results in today’s workplace

Writing Letters, Memos, and Reports That Get Results!
• How—and why—the pros get chummy with their readers in memos and letters
• Capitalize on your personal style to make your writing more interesting—and more effective
• Tips for eliminating monotony in long reports and complex proposals
• A proven way to guarantee your memos get read—even if you’re not the boss
• Avoiding the most commonly made errors in letters and memos

Smart Tips for Sparking Your Readers’ Interest
• Reader friendliness: how to keep the focus on “you”
• Proven techniques used by professional writers to stimulate reader interest
• “Grab ‘em” openers that are sure to get noticed
• Tips for creating sharp images that linger in the reader’s mind
• Why using tired clichés could brand you as out of touch

How to Influence, Persuade, and Sell Your Bright Ideas!
• Mastering the 7 Cs of convincing business writing
• How to be more persuasive when you expect resistance from your readers
• Smart tips that will add punch to every paragraph
• Success strategies for selling anything—products, ideas, services, even yourself!
• Communicate with passion and enthusiasm: how to rev things up with active verbs

Keys to Conveying Credibility and Professionalism
• How to align your writing with the image your organization wants to project
• The pros and cons of using computerized spelling and grammar checkers

• Are you clinging to old business writing ideas?
• Understanding the look and sound of professional business writing

Mastering the Rewriting Process: Your Key to Exceptional Business Writing
• Why your first draft should never be your last draft
• A simple technique that will make your writing more readable
• How to trim the fat from all your business documents
• Editing musts for concise, clear writing
• Wake up your readers by slashing adjectives and stamping out unnecessary adverbs
• How to “hear” what you write

Practical Solutions to Real-World Writing Challenges
• How to write “no” letters with a “yes” sound
• Writing complaint letters that get immediate action
• Kid-glove techniques for responding to complaints with relationship-rebuilding success
• How to make written requests that get favorable replies
• Writing for special situations

Bring This Course to Your Organization

If you have multiple employees who could benefit from this training, consider bringing it on-site to your organization. Our Enterprise Learning Solutions team can tailor any program to meet your unique needs and core competencies. Learn more at NationalSeminarsTraining.com/CorporateTraining or contact a training specialist at 1-800-344-4613.

Unlimited Seminars, Webinars and On-Demand Content ... With the STAR12 Professional Edition

For one low annual fee, STAR12 gives you unlimited access to the most comprehensive collection of seminar training and online learning resources in North America. Give yourself the edge you need to achieve your dream career. Join STAR12 today! Sign up today at joinSTAR12.com or call 1-800-258-7246.
**Gender, Age, and Cultural Sensitivity: Using Care in Business Writing**
- We’ve come a long way since “Dear Gentlemen”
- Nonsexist alternatives guaranteed to help you steer clear of offensive language
- Solutions to gender-based pronoun problems
- What to do about courtesy titles

**Using Correct Grammar for Powerful Writing**
- How misplaced modifiers can wreak havoc with your meaning
- A simple way to make sure subjects and verbs agree
  - “Is it HE at the door?” Or, “Is it HIM at the door?” Secrets to choosing the right pronoun
- The most misused words in business and the words that don’t exist
- The “10 Commandments of Capitalization” every business writer must know
- How to spot look-alike words

**Easy Punctuation Guidelines**
- Avoid “comma-itis” by knowing when a comma is essential
- Apostrophe: using the minmark that keeps your meaning clear
- A rule for using punctuation with quotation marks

**Proofread Like a Pro to Keep Errors From Slipping Through**
- Are you proofreading or editing? Why it’s important to know the difference
- Expert editors’ tricks for spotting their own mistakes
- The words most often misused in business communication
- Proven shortcuts that will ensure your documents are error-free

**WORKSHOP EXCLUSIVE**
**Has a writing or grammar problem got you stumped?**
Is there an issue or grammar rule that you’ve always wanted explained? Just bring your unique challenges to the workshop and receive personalized instruction from your workshop leader.

---

**It’s easy to enroll!**

**Register online at**
NationalSeminarsTraining.com/GW2

**Call toll-free 1-800-258-7246**

**Registration Information**

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

**Group discount:** When three enroll from your organization, a fourth may attend for FREE! Group discounts apply to seminar registrations only and cannot be used for STAR12 or on-demand seminars.

**STAR12 Professional Edition—only $499:** STAR12 entitles you to unlimited access to all NST seminars (retail priced $399 or less) + webinars, online courses and more for 12 months. Enroll today at joinSTAR12.com.

**Check-in** begins at 8:15 a.m. on Day 1. The workshop schedule is 9 a.m. to 4 p.m. each day. Lunch is on your own.

**Cancellation:** If you cannot attend, you may send a substitute or receive full credit toward a future enrollment. For cancellations made five or more business days before the event, you may request a refund less a $10 enrollment fee. For enrollments made in conjunction with a STAR12 purchase, the STAR12 cancellation rules apply—visit the Information Center at NationalSeminarsTraining.com.

**CEUs:** Continuing education credit may be recognized by your professional board. Contact your own board to find out what’s required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

**Tax deduction:** The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

**FED ID #43-1576558**
A COMPREHENSIVE TWO-DAY WORKSHOP

BUSINESS WRITING & GRAMMAR SKILLS

Gain smart tools and easy-to-use techniques that’ll transform your writing from so-so to sensational!

- Write faster and better—GUARANTEED
- Eliminate costly, embarrassing mistakes
- Build your credibility and get great results
- Add more clarity and power to all your business documents
- Get hands-on practice honing your unique writing style
- Take the hassle and frustration out of writing

Also available on demand. See inside.

Enroll at NationalSeminarsTraining.com/GW2 or call 1-800-258-7246

Need to correct name, title or address? Did you receive duplicate brochures or want to be removed from our list? Please fax the mailing label with corrections to 1-877-270-6185 or mail to us at 6900 Squibb Road, P.O. Box 2768, Mission, KS 66201-2768, Attention: List. Allow 15 weeks for processing.