



Course Description:

The Basics of Business Writing

Did you know seventy percent of all readers simply skim over documents, barely registering or processing the information presented? Each time you compile a report, organize an executive summary, or create an agency memo, are your readers picking up your message? Do your readers appreciate the benefits, in their world, for aligning with your goals and directives?

This course builds power and focused direction into each of your written documents. Discover easy to learn writing strategies, which then plant your message clearly in the reader's mind. Create memos and emails that get read. Even better, build memos and emails that are understood and then put to work.

Course Objectives:

- Find out how knowing your audience can help your writing achieve specific goals
- Prepare writing that generates specific mental images versus vague generalities
- Become a vocabulary mastermind. Reveal the word choices that match your intention and your audience
- Set the writing tone for success. Will your readers be open or closed minded concerning your message?