

Basically Writing™

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What outcomes can you expect?

In this introduction to business writing, you will learn a three-step process for creating short, Reader-Centered documents. By applying this process, you will write documents that

- clarify actions requested, next steps, deadlines, and other commitments
- reflect your new confidence in constructing well-punctuated, grammatically correct sentences
- meet readability standards because you have formatted and edited your writing using a quick checklist.

The focus: creating business documents that drive action

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| Write attention-getting documents | <ul style="list-style-type: none"> • Develop strategic thinking skills • Consider your audience in every document • Design for visual impact, using correct business formats |
| Influence your reader | <ul style="list-style-type: none"> • Adopt the “you” attitude and positive approach • Choose the right words, content, and tone • Organize and transition ideas effectively |
| Streamline your message | <ul style="list-style-type: none"> • Write clearly and concisely • Share a common written language cross-functionally • Avoid gobbledeygook |
| Write for results | <ul style="list-style-type: none"> • Edit for impact using checklists and quality tools • Write straightforward action steps and requests • Proofread accurately for correct grammar and punctuation |

Who should attend?

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| <ul style="list-style-type: none"> • entry-level professionals • administrative assistants • support staff • professionals transitioning into management positions | <ul style="list-style-type: none"> • intermediate ESL people • information systems professionals • seasoned professionals looking to update and refresh grammar and punctuation skills • customer service representatives |
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What books and materials do you receive?

1. The *Instant-Answer Guide to Business Writing* (iUniverse), by Deborah Dumaine, founder of Better Communications®
2. Better Communications’ workbook, with additional exercises tailored to your needs
3. A self-paced, Programmed Learning Module (optional, but highly recommended)

NASBA Accredited: Earn nine CPE credits for this course.

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