

Writing for Administrative Assistants

200 Fifth Avenue
4th Floor
Waltham, MA 02451
tel. 781.895.9555
fax. 781.899.8002
info@bettercom.com
www.bettercom.com

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
- learn strategies for shortening the editing chain when writing for someone else's signature
- meet readability standards because you have formatted and edited your writing using a quick checklist.

The focus: creating business documents that drive action

Write attention-getting documents

- Consider your audience in every document
- Learn to write for someone else's signature
- Design for visual impact, using correct business formats

Influence your reader

- Adopt the "you" attitude and positive approach
- Choose the right words, content, and tone
- Clearly understand the relationship between writer and reader

Streamline your message

- Write clearly and concisely
- Share a common written language cross-functionally
- Avoid gobbledeygook

Write for results

- Edit for impact using checklists and quality tools
- Write straightforward action steps and requests
- Proofread accurately for correct grammar and punctuation

Who should attend?

- administrative assistants
- support staff
- customer service representatives
- entry-level professionals
- intermediate ESL people
- information systems professionals developing into managers
- seasoned professionals looking to update and refresh grammar and punctuation skills

What books and materials do you receive?

Our standard program includes

1. *The Instant-Answer Guide to Business Writing* (iUniverse) by Deborah Dumaine, founder and president 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)