

## Effective Writing e-Learning Workshop

*Are your written documents getting the response you intended?*

*Are you confident in their persuasiveness and professionalism?*

*Are you sending a clear, concise message the first time without time-consuming re-writes?*

In this highly interactive e-learning session, you'll be able to turn any answers of **sometimes**, **not often enough**, or **no** to **YES**.

### TOPICS

- ❖ **BLAT!** Put the bottom line at the top!
  - In messages that request/recommend/propose action
  - In messages that send information
- ❖ Write it right the first time
- ❖ Sound appropriately reader-friendly from the beginning
- ❖ Make it easy to read quickly
- ❖ Avoid communication blunders when writing internationally
- ❖ Follow standard guidelines for writing effective email

### RESULTS

Participants will be able to:

- ❖ Open with customer-friendliness
- ❖ Call reader to action in first paragraph(s)
- ❖ Summarize in first paragraph(s)
- ❖ Make main point in first paragraph(s)
- ❖ Internalize direct, customer-friendly style
- ❖ Polish their professional tone
- ❖ Form effective habits in word-choice
- ❖ Write sentences that keep their reader's attention

*All courses can be customized for each group's specific needs.*