

EMAILS, REPORTS, LETTERS, MEMOS, PROPOSALS

# Business Writing for Results

*Writing Techniques for Everyday Business Communication*

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## See immediate improvement in every writing project!

- No more missed deadlines! Learn professional techniques to help you overcome writer's block and complete every writing project faster and easier.
  - Get support and approval for your ideas with proposals, letters and emails to inform and persuade your reader.
  - Use surefire tips for tough writing assignments — bad news memos, complaint letters, memos to top management and more.
  - Discover professional writing strategies to help you tackle even the most complex writing projects with ease.
  - Stop wasting time following up your letters and emails — learn powerful writing techniques to get action, reaction and results.
  - And much more! See pages 4 and 5 for complete program details.
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This course qualifies for CPE and PDU credits. See details on page 7.

# Effective Writing

## An Essential Career Tool

Face it, every day you work with words. Whether you're writing EMAILS to coworkers, REPORTS to your boss or LETTERS to customers.

Your message reflects your ability, confidence and savvy.

The level of respect you attain is affected by the way you write.

Your promotion, raise or bonus may be a direct result of your impressive writing skills!

You might think writing ability is a talent few lucky people are born with. Sure, it comes more naturally to some, but don't buy into the myth only certain people can write. If you've always told yourself — and others — you just don't have a gift for writing, it's time to dispel that notion!

You can produce clear, sharp, effective copy — it's just a matter of learning a basic set of writing skills. Attend **Business Writing for Results**, and you'll learn, step by step, how to shape your thoughts and organize your words. Forget about stuffy grammatical rules that are complicated and hard to remember. This seminar focuses on day-to-day writing, bringing you up to speed with skills that will be useful to you every day for the rest of your life.

Learn the secrets of turning out snappy letters, maximum-effect emails, perfect proposals — clean, organized writing in any format:

- Procedure manuals
- Technical materials
- Personnel evaluations
- Articles
- Performance reviews
- Newsletters
- Reports
- And others!

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Business Writing for Results

**Only \$179**

[www.pryor.com](http://www.pryor.com)

## Thousands of Satisfied Professionals Attest to This Program's Effectiveness

"Met my expectations by teaching techniques and hints for writing effective documents in an everyday business environment."

*Tom Setzer  
Consultant  
Stratagem*

"I learned to be concise and to the point. For anyone wanting to improve writing skills, this seminar is a must."

*Chuck Blum  
Estimator  
Gly Construction*

"Exceeded my expectations; I didn't think a class on business writing could be interesting. Class was upbeat and fun."

*Kim Havinga  
Production Services  
Mead*

# 20 Powerful Business Writing Skills

At this seminar, you'll discover:

- 1.** How to identify and eliminate monotonous, repetitive language and write clear and concise letters and emails.
- 2.** Tips for painlessly saying “no” in a letter, memo or email — without offense or hurt feelings.
- 3.** Strategies for deadlines — how to write effectively in a time crunch.
- 4.** How to trim the fat from any document — and eliminate the “word inflation” that muddles your message and dilutes its impact.
- 5.** Three surefire ways to break down writer’s block no matter how much you’ve dreaded writing in the past.
- 6.** A fail-safe method to cut down on editing time and guarantee you won’t need to change documents again and again.
- 7.** Valuable reference tables to help you choose the right format for any written document.
- 8.** An innovative “conversation test” to eliminate choppiness and ensure your writing flows smoothly from start to finish.
- 9.** Special writing techniques to use when you need to get a response — fast!
- 10.** How to tell if you’re rambling, including simple measures to correct the problem with better organization and precise wording.
- 11.** Powerful openings and closings for your letters and memos — they’ll inspire your readers to take action!
- 12.** Specific professional recommendations on the toughest writing assignments — such as complaint letters, bad news memos and proposals to upper management.
- 13.** The secrets of successful sales letters — be more persuasive in writing than you ever thought possible.
- 14.** Down-to-earth hints on word choices — how to choose the perfect word to express your thoughts, every time.
- 15.** Common writing flaws that almost guarantee your business document won’t be taken seriously.
- 16.** How to develop and fine-tune a writing style that expresses your own personality — you’ll never sound stiff or self-conscious again!
- 17.** The impressive proposal — essential elements for getting your ideas approved and acted on more quickly than ever before.
- 18.** No-procrastination tactics to take the agony out of beginning a writing project.
- 19.** How to present details, numbers and technical information in a lively, interesting format.
- 20.** 40 words and phrases you should never use in business writing.

# 5 Steps to Writing Success

## Comprehensive Program Overview

9:00 a.m. 4:00 p.m.

### 1. Your Writing Style

How to develop a crisp, readable style that works for you.

- Discover the surprisingly easy key to clear, powerful business writing.
- Follow six simple rules to guarantee clarity and simplicity in any kind of written document.
- Get rid of jargon and avoid pompous language that muddles your message.
- Learn how to identify your document's key words and repeat them for greater impact.
- Use lists and headings to maximize reader comprehension.
- Identify and eliminate pretentious, wordy sentences — and make every document clear and reader friendly.
- Master professional writers' tactics to weed out wordiness and cut out "deadwood" language.
- Pinpoint redundant phrases that obscure your message and confuse readers.
- Banish "habitual offenders" — clichés and trite phrases that can creep into your writing and dilute your impact.
- Is vagueness reducing your effectiveness? Prevent confusion with expert ways to spot and correct language "vacuums."
- Know the 40 words and phrases you should never use in business writing.
- Writing tone: Learn exactly what it is, and evaluate the tone you should strive for in your written communications.

- Glide easily between paragraphs, sentences and ideas with a handy list of transition words and phrases.
- Understand the difference between the active and passive voice, and why voice is one of the most essential elements in business writing.
- Learn how a simple rearrangement of your words will lead to a more direct, understandable style.
- Choose the best word for the job: Use professional tips to select words that appeal to the reader.
- Discover how using action verbs can make every document you write come to life.

### 2. Focusing on the Reader

How to ensure your writing is read, remembered, taken seriously and acted on.

- Identify your specific objective and ensure it doesn't get lost in the writing process.
- Appeal to the reader's needs; discover powerful persuasion techniques and develop the ability to sell anything on paper.
- Learn innovative practices that give your writing a "you" orientation — and get action and results every time.
- Use an indispensable table to identify the five audience types, and write a tailor-made document that really gets attention.
- Master four practical approaches to writing documents that appeal to readers of varied backgrounds and interests.
- Follow a simple, three-step blueprint to help you anticipate reaction to your writing

### 3. Organizing the Information

How to move from planning to a finished document — easily, logically and painlessly.

- The first word is always the hardest: Overcome writing fears leading to delay and procrastination.
- Go from start to finish with a five-phase plan to help you complete any writing project with greater ease — from short memos to complex proposals.
- Distribute the writing task and effectively tackle even the hardest-to-face projects.
- Develop a good outline the fast, easy way — and save time on writing and rewriting.
- Learn four simple hints to help you write a first draft freely and naturally, without getting sidetracked.
- Discover six steps you can take to avoid complicated and time-consuming rewrites.
- Master four sensible approaches that will ensure you write logically and clearly, whatever your objectives or audience.

### 4. Effective Emails, Memos and Letters

How to inform, persuade and get results from every piece of correspondence you write.

- Use a four-part quick assessment to evaluate your memos as key readers might.
- Learn the four characteristics of every effective email — and pinpoint your own strengths and weaknesses.
- Implement four practical suggestions for memo content and format to make all of your memos informative, readable and clear.
- Start with attention-getting openings to your correspondence — 11 ways to draw readers in and build rapport instantly.

- End your correspondence with strong closings and get the action and results you want.
- Craft effective goodwill letters to impress people, open doors and create opportunities.
- Write a complaint letter to get the results you want — without anger, browbeating or intimidation tactics.
- Know how to convey bad news: Compose tactful bad news letters using a positive, professional tone.
- Discover four key ingredients in sales letters that really do sell.
- Learn and employ 13 positive trigger words and sell anything more effectively in writing.
- Use a simplified one-page Letter Planner enabling you to write every letter faster, more efficiently and much more effectively.

### 5. Professional Reports and Proposals

How to write reports that get attention — and action — for your ideas and recommendations.

- Break reports down into eight basic building blocks and handle even the most complex reports with greater ease.
- Pinpoint the specific information managers want from reports — about problems, new projects and ideas, experiments and tests and other subjects.
- Report planning made easy: Use a concise, one-page form to organize your report quickly and efficiently.
- Avoid the Essay Syndrome: sure ways to eliminate stiff, boring prose and long-winded language from your reports.
- Learn the 10 most common report-writing failures — easily prevented once you know what they are.

# 7 Sound Reasons to Enroll Today - Think About It

## 1. Compare Course Content.

Look closely at the comprehensive program overview on pages 4 and 5. Compare it to any other business writing course — you'll see we cover all the essential elements of better business writing in one fast-paced, well-designed day.

## 2. Consider Practical Benefits.

Examine the direct, hands-on benefits you'll get from this course listed on page 3 and throughout the overview. You'll see we are committed to delivering a full range of powerful business writing concepts and tools you can benefit from every working day.

## 3. Notice the Tuition Cost.

We believe in quality training at a price affordable for you. This seminar will pay for itself almost immediately. For maximum results, send your entire team — 5 or more registrants from the same organization can attend at a discounted rate.

## 4. Think About Time and Convenience Factors.

We ensure you can attend at your convenience — we bring the seminar to you, saving you the hassle, inconvenience and expense of travel. And, one intensive day is all you need to invest. No filler material, no "introductions," no "history of business writing." We get right down to work in this complete, one-day program.

## 5. Consider the Value of Excellent Reference Materials.

At no extra charge, you'll receive a comprehensive workbook filled with charts, lists, reference forms and other indispensable materials you can use later on the job.

## 6. Compare Our Experience and Know-How.

Our record of customer satisfaction is unsurpassed — over 30 years in business and over 10 million satisfied customers from over 300,000 organizations clearly attest to our ability to deliver what we promise. Our customer satisfaction rate speaks for itself!

## 7. Guaranteed Results.

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this seminar will provide you with the tips and techniques you need to write powerful business communication. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

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# Registration Information

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete.

**Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## Program Schedule

**Check-in:** 8:30 a.m. 9:00 a.m.  
**Program:** 9:00 a.m. 4:00 p.m.

## Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

### Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- Lunch and parking expenses are not included.
- Dressing in layers is recommended due to room temperature variations.
- You will receive a Certificate of Attendance at the end of the program.

## Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

## Continuing Education Units (CEUs)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

## Continuing Professional Education (CPE)



Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning Solutions, Inc. are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbregistry.org](http://www.nasbregistry.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

## Professional Development Units (PDUs)



As a Registered Education Provider (R.E.P.), our organization is approved by the Project Management Institute (PMI)® to offer Professional Development Units (PDUs). For more information, please visit [www.pmi.org](http://www.pmi.org). Our organization's R.E.P. number is 3992. This course qualifies for 5.5 PDUs. \*

## Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU, CPE or PDU credits, please visit [www.pryor.com/certificate](http://www.pryor.com/certificate). Certificates will be available 10 days after your event has ended.

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### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

### Choose From Over 150 Courses!

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Onsite Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation, visit us online at **[pryor.com/onsite](http://pryor.com/onsite)**

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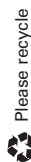
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<b>2</b>	<p><b>YOUR ORGANIZATION</b> Organization: _____</p> <p>Address: _____</p> <p>City: _____ St: _____ ZIP: _____</p> <p>Tele: _____ Fax: _____</p> <p>Approving Mgr's Name: <input type="checkbox"/> Mr. _____ <input type="checkbox"/> Ms. _____</p> <p>Job Title: _____</p> <p>Email Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home</p> <p><input type="checkbox"/> <b>Quick Confirmation</b> Please <input type="checkbox"/> email or <input type="checkbox"/> fax my confirmation to me within 48 hours.</p>	
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<b>4</b>	<p><b>METHOD OF PAYMENT</b> <b>Important: Send your payment now. Tuition is due before the workshop.</b> Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).</p> <p>Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%).</p> <p><b>Please check one of the following:</b></p> <p>1. <input type="checkbox"/> Registration fee enclosed. Check # _____ Amount \$ _____</p> <p>2. <input type="checkbox"/> Our Purchase Order is attached. P.O. # _____</p> <p>3. <input type="checkbox"/> Bill my organization. Attention: _____</p> <p>4. <input type="checkbox"/> Charge to: <input type="checkbox"/> AmEx <input type="checkbox"/> Discover <input type="checkbox"/> MC <input type="checkbox"/> Visa Exp. Date: _____ Acct. #: _____</p> <p>Card Holder's Name: _____ Tax-Exempt #: _____</p> <p><i>Please attach a copy of your Tax-Exempt Certificate for payment processing.</i></p>	

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