ENGAGING AND POLISHED BUSINESS WRITING AND GRAMMAR

How to communicate clearly and effectively and avoid blunders that sabotage your credibility

Here is just a sampling of what you'll learn:

- Write emails, proposals and letters that are read, remembered and acted upon (instead of ignored or discarded).
- Convey a more professional, competent image through your writing.
- Master creative exercises to help you break free of writer's block.
- Cultivate your own personal style and tone when you write.

- Eliminate bad grammar, poor punctuation, misused words and other embarrassing blunders from your writing.
- Stop letting slang, jargon and "business-ese" muddle your message.
- Liven up dull, boring, longwinded prose with dynamic, high-impact writing.
- And much more.

Enroll Today!







Mail Fred Pryor Seminars P.O. Box 738002 Dallas, TX 75373-8002

Don't miss this chance to put your career on the fast track to success.





This course qualifies for 12 CPE credits. See details on page 7.

Does facing a blank sheet of paper or computer screen make you anxious, worried or even a little panicky?

Take heart — you're not alone! For countless professionals just like you, sitting down to write an email, memo, report, letter, proposal or other business document is an exercise in frustration. Whether you are unsure of what to say and how to say it, intimidated by the whole writing process, worried you'll let foolish mistakes slip through or just wish your writing had a little more "oomph" to it, *Engaging and Polished Business Writing and Grammar* can help. Give us just two days, and you'll be absolutely astounded at how much your writing will improve. From short memos to lengthy reports, you'll learn to write clear, compelling and error-free business documents. You'll master the use of powerful, persuasive language to support your ideas, learn to structure your sentences and paragraphs for maximum impact, eliminate tricky grammar mistakes and proofread your final draft like a pro. Even if you aren't a "natural" writer (and few of us are), you can learn to write polished, professional documents so you can capture your readers' interest and hold their attention until the very last word.

Give your writing style a complete makeover in just two days!

Your writing style speaks volumes

about who you are. Crisp, clear, mistake-proof business documents reveal a powerful, take-charge professional who's going places, fast. On the other hand, sloppy spelling, muddled messages and grammar gaffes give the impression of someone who is careless and not to be trusted with important assignments. If you want to hone your writing skills and make sure others see you as a confident, capable communicator, do not miss this dynamic workshop! It's challenging, lively and so entertaining you'll be amazed at how fast the time flies by. Rest assured, this program is in no way like elementary school grammar classes you snoozed through way back when. We've taken great pains to ensure this workshop, which incorporates the latest in adult learning techniques, is fun, fast-paced and high-energy.

There are 14 errors in the letter below. Can you spot them all?

Dear Mrs. Smith,

Please except my apologies for your recent problems with your account. Returning from vacation last week, your file received my immediate attention. According to the letter which you wrote to the company President and I, your account representative was "not responding in a timely manner". Although you called him several times. Per your request, I have removed this employee from you're account. The new representative who I have assigned to your account always takes good care of their clients. Your representative or myself will be contacting you next week to discuss your needs farther. Please be assured we are, as always dedicated to customer satisfaction, timeliness and providing exceptional service.

Yours truly,

Paul Wilson Customer Service Manager

Free Digital Resources for Every Participant



Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily

accessible. Reference these materials time and time again to recall key points and problem solve.

BIG benefits you'll see immediately

You'll banish writing-related stress and anxiety, and remain calm, cool and composed when faced with even the toughest writing challenges.
Your colleagues will take you more seriously, your credibility within your organization will soar and you'll never again feel like your writing skills are holding you back.
Your written documents will carry more clout, keep readers interested to the very end and persuade them to take action.
You'll easily catch grammar goofs, punctuation faux pas and other costly mistakes before materials reach their final destination.
You'll enjoy more free time! What you learn here will have you writing faster and more accurately than ever before.

Two-day format makes sure learning sinks in

We've found with interactive, hands-on workshops, a two-day format is ideal. You'll have more time to absorb what you've learned, practice and perfect your new skills with the help of your trainer and ask all the questions you want.

This course isn't about memorizing endless rules or diagramming sentences. Instead, it presents creative techniques, clever strategies and simple solutions for:

- Writing under deadline pressure
- Clearly organizing your thoughts
- Using powerful, compelling language to present your ideas
- Boosting your working knowledge of grammar, punctuation, spelling and sentence structure

Best of all, it's fun! Your trainer is an expert at maintaining a lively, yet relaxed, atmosphere. You'll walk away from this workshop de-stressed, re-energized, highly motivated and ready to put your new skills to work immediately.

Are you responsible for writing reports, letters, fundraising materials, newsletters, memos, RFPs, presentations, Web copy, intranet updates or other business items?

Learn to do it all with more confidence.

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Course Content

This is no "sit-and-listen" lecture. Instead it's packed with eye-opening, hands-on exercises designed to refresh your knowledge, spark your creativity and reinforce new writing skills.

Day One

First Things First

- A fun, *confidential* assessment of your current writing skills
- How your personality affects your written communication style: are you Visual? Auditory? Kinesthetic? A combination?
- The secrets for adapting your style to easily communicate with different personalities
- Six questions to ask yourself about your project *before* you write even one word
- Stalled out with writer's block? Five ideagenerating methods to jump-start your brain
- Six different ways to create an outline for your project and dramatically speed up the writing process
- Patterns of order: What are they? How do you know which is best for your document?

Ready, Set, Write!

- How the A.I.D.A. method can help you organize your document for maximum impact
- Proven openings (all of them tried-and-true) to help grab your readers' attention from the start

- Ways to let your own personality shine through in your writing, no matter how business-oriented your document
- How to use business language without sounding forced or stilted
- Tips for creating a natural, conversational tone while maintaining overall professionalism
- The art of keeping your message positive, even if you are the bearer of bad news or negative information
- How to "unbloat" your writing by using fewer words that carry greater impact
- Why you should use "nickel" words but avoid "quarters"
- Tips to catch and eliminate redundant wording and phrases
- How to pepper your writing with strong action words that mean business and get results
- The power of persuasive language throughout your written document get others to "see things your way"
- A call to action: the perfect ending for a document

Join us for two days filled with practical solutions for writing with power, polish and effectiveness.

Day Two

Grammar and Punctuation Ground Rules: Back to Basics

- Where were you during high school grammar class? A quick review of what you know (and what you've forgotten):
 - Subjective and objective pronouns
 - Active and passive voice
 - Punctuation marks
 - Dos and don'ts of capitalization
 - How to present numbers in writing
- When is a sentence not a sentence? When it's a fragment. When you can safely use sentence fragments and when you can't
- Four main sentence types: simple, complex, compound, compound-complex
- How sentence structure affects your writing for better or worse
- Topical and special paragraphs what's the difference?
- How to write a powerful closing paragraph that'll knock 'em dead
- Five types of transitions how to use them to "smooth the way" and lead readers through your document
- Slang, jargon and clichés, and how to purge them from your writing (your readers will thank you)
- Words and expressions to steer clear of (some readers may find them sexist or offensive)
- The most commonly misused words in business writing which are you guilty of using?

Proofread for Perfection

- Seven "hazards" to watch for when editing a document
- Why you should never rely exclusively on your computer's spell-check to catch spelling errors

- Common proofreading marks used by professionals
- Special techniques editors use to seek out tricky typos, punctuation problems and other hard-to-see mistakes
- How a proofreading "team" can make short work of proofing financial or other numerical data

Writing Skills You *Positively* Can't be Without

- Not sure about the best way to structure a letter? Four effective business letter templates you'll use again and again
- How many adjectives are too many? How to apply the "less is more" strategy to your writing
- Ways to trim the fat and cut the fluff from longer documents keeping them readable, interesting and effective
- Savvy secrets for crafting memos and emails that are clear, easy to read and to the point
- When it's your turn to take meeting minutes: surefire tips for getting the most important information on paper *fast*
- Super-effective letter-writing techniques for soothing angry, disgruntled clients (and keeping their business)
- The art of the written thank you
- How to write letters of support and encouragement
- The power of the written word to sell, persuade, convince and win people over to your way of thinking

Learn to go from clunky and stilted ...

Dear Miss Pond,

In regards to our last meeting, I would like to inform you that I have thought at length about your proposal of new software, and I really feel like it would just not work at this time. We do not have money in our budget for that type of expense. Thank you for going to all the trouble of presenting it, but we can't make use of that type of software right now.

I would like to learn more about your future projects, so keep me in mind when you are going to be presenting anything else.

Thank you,

John Doe President ABC Company

To smooth and polished!

Dear Miss Pond,

I'd like to thank you for your software presentation at our staff meeting last week. I know you were pressed for time, and I appreciate your commitment to our goals. Your proposal showed you took the time to research our company's needs, and your high-energy presentation style kept our meeting upbeat and lively.

Right now, we are unable to include any new software in our budget for the coming year. I will definitely keep you in mind for the future, however, and I hope you will continue to be available for presentations to our staff.

Thank you,

John Doe President ABC Company

Who should attend?

- Secretaries
- Receptionists
- Administrative assistants
- Managers
- Supervisors
- Sales professionals
- Anyone who wants to inject daily business writing with more power, persuasiveness and polish.

Guaranteed Results

All of our seminars are 100%SATISFACTION GUARANTEED! We are confident this workshop will help you become a more effective writer in just two days of powerful, focused training. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your workshop 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*.

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.

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.
- 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 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.nasbaregistry.org. Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 12 CPE credits.

Completion & Continuing Education Certificates

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

Onsite Training Solutions

Get the Results You're Looking For!

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

Choose From Over 150 Courses!

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For a free consultation,

visit us online at pryor.com/onsite or call us at 1-800-944-8503

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ENGAGING AND POLISHED BUSINESS WRITING AND GRAMMAR

How to communicate **clearly and effectively** and avoid blunders that sabotage your credibility

In two days of high-powered training, master the essential business writing skills you need to boost your reputation as a knowledgeable, competent professional. Discover shortcuts, tips and "insider" tricks the pros use to add punch, pizzazz and polish to every business document you write.



To update your contact information, see page 7.

Your VIP # is WINQ

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