Business Writing Training (1 Day)

This Business Writing Training class will give business professionals the tools they need to write effective, efficient business correspondence. Students will learn how to get started on a writing project, use appropriate business tone in the document, and discern between the different kinds of business correspondence. Students will learn how to decide what the appropriate vehicle is for written communication in business, electronic or hard copy.

Course Topics
1. Learn proper preparation steps before beginning a writing project.
2. Summarize the principles of writing effective business communications.
3. Demonstrate the ability to write a business proposal, complete with visuals and an executive summary that employ effective strategies of persuasion.
4. Learn to communicate to the audience effectively through focused, well-written business communications.

Outline

1. **Major Functions and Forms of Business Writing**

    A. The Three Major Functions of Business Writing

    B. Forms of Business Writing

    C. Preparing to Write

    D. Knowing the Subject

2. **Writing and Communication Guidelines**

    . Consider Your Audience

    A. How Much Information to Include

    B. Anticipate Questions

    C. Formal vs Informal Writing

    D. Use Appropriate, Nondiscriminatory Language

    E. Use Bullets, Numbering, and Formatting

    F. Communicating Effectively

3. **Email and Instant Messenger**

    . Email

    I. The Message

II. Email Do's and Don'ts

    A. The Electronics Communication Privacy Act of 1986

  B. Instant Messenger

    . IM Statuses

      I. IM Do's and Don'ts

4. Letters, Documents, and Proposals

  . Letters and Documents

    . Anticipating Audience Response

      I. Choosing the Right Tone

      II. Business Letter Format

        A. Proposals

    . Determining the Desired Outcome

      I. Writing an Executive Summary

      II. Using Informative and Persuasive Techniques

      III. Using Visuals

5. More Writing Tips

  . Organize the Information

    A. Chronological Paragraphs

    . Compare-and-Contrast Paragraphs

      I. Cause-and-Effect Paragraphs

      II. Problem-Solution Paragraphs

      III. Relationship Paragraphs

      IV. Choosing the Organizational Model

        B. Delivering Negative Information

    . Writing an Introduction

      I. Buffering the Negative News

      II. Providing a Remedy, Lesson Learned, or Course of Action

      III. Concluding the Message

        C. Reading What You Wrote

Class Materials

Each student in our Live Online and our Onsite classes receives a comprehensive set of materials, including course notes and all the class examples.