Comprehensive Writing Training (2 Day)

On the first day of this writing course, students will learn grammar, punctuation, and spelling skills as well as overall basic writing skills. The second day of 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. Understand the importance of proper writing and grammar.
2. Recognize and use correct grammar and punctuation.
3. Avoid common grammatical and word usage errors.
4. Understand which words should be capitalized.
5. Use the appropriate person and tense.
6. Structure sentences correctly.
7. Use the words you intend.
8. Use the correct style and tone for your intended audience.
9. Avoid biased language.
10. Create documents that are free of spelling and grammatical errors.
11. Learn proper preparation steps before beginning a writing project.
12. Summarize the principles of writing effective business communications.
13. Demonstrate the ability to write a business proposal, complete with visuals and an executive summary that employ effective strategies of persuasion.
14. Learn to communicate to the audience effectively through focused, well-written business communications.

Course Outline

Why Proper Writing and Correct Grammar Are Essential for Successful Business Writing

Basic Grammar Rules

Parts of Speech
- Nouns
- Pronouns
- Verbs
- Adjectives
- Adverbs
- Prepositions
- Conjunctions
- Interjections

Subject-verb Agreement

Parallel Construction

Complete versus Run-on Sentences

Hypercorrection
- Common Hypercorrections
- When It Is Okay to Use "Me"
- When It Is Okay to Use "Myself"

Punctuation

Periods

Commas

Colons and Semicolons

Apostrophes, Single Quotation Marks, and Double Quotation Marks

Question Marks and Exclamation Points

Dashes and Hyphens

Parenthetical Elements
- Parentheses
- Brackets

Word Usage

Assessing Tone and Jargon in Your Writing
- What Is the Appropriate Tone for the Document: Formal or Informal?
- How Familiar Is Your Audience with the Language (Jargon) of the industry?
- Does Your Audience Need Persuaded, or Is It Already on Board with the Topic?
- What Do You Want the Audience to Do after Reading the Document?

Look It Up: Using a Dictionary for Proper Spelling and Usage

Commonly Confused Words

Capitalization
    Words That Are Always Capitalized
    Words That Are Never Capitalized
    Headings and Titles

Choosing the Correct "Person" and "Tense"
    Three Types of "Persons"
    When to Write in the First Person
    When to Write in the Second Person
    When to Write in the Third Person
    Using Correct Tenses in Business Writing
        How to Use the Past Tense in Business Writing
    How to Use the Present Tense in Business Writing
    How to Use the Future Tense in Business Writing

Sentence Structure
    Simple Sentences
    Compound Sentences
    Complex Sentences
    Compound-Complex Sentences

Proofreading Your Work
    Ensuring Your Writing Is Error Free
    Reviewing and Proofreading
    Ensuring Consistency in Your Writing
    Using Spell Checkers
    Using Grammar Checkers

Writing Styles and Tone
    Formal Business Writing
    Informal Business Writing
    Diction

Writing Clearly and Concisely
    All-inclusive Language
        Salutations in Letters
        Pronouns
        Names and Titles
        Gender-free Language
    Including Everyone for the Sake of Gaining Buy-in
    Getting to the Heart of the Message
    Omitting Unnecessary Words
    Jargon

Using Paragraphs Correctly
    Expository Paragraph
    Persuasive Paragraph
    Descriptive Paragraph
    Narrative Paragraph
    Paragraph Length

Major Functions and Forms of Business Writing
The Three Major Functions of Business Writing
Forms of Business Writing
Preparing to Write
Knowing the Subject

Writing and Communication Guidelines
Consider Your Audience
How Much Information to Include
Anticipate Questions
Formal vs Informal Writing
Use Appropriate, Nondiscriminatory Language
Use Bullets, Numbering, and Formatting
Communicating Effectively

Email and Instant Messenger
Email
    The Message
    Email Do's and Don'ts
The Electronics Communication Privacy Act of 1986
Instant Messenger
    IM Statuses
    IM Do's and Don'ts

Letters, Documents, and Proposals
Letters and Documents
    Anticipating Audience Response
    Choosing the Right Tone
    Business Letter Format
Proposals
    Determining the Desired Outcome
    Writing an Executive Summary
    Using Informative and Persuasive Techniques
    Using Visuals

More Writing Tips