

The *Effective business writing* course



We've developed this course especially for today's overworked business writers. By 'business writers' we mean anyone who has to write emails, web pages, letters, reports, booklets, leaflets or any other kind of informative document.

The course is suitable for people at all levels in an organisation, and works equally well with either complete teams or with people from different departments.

Here is a brief guide to what the course covers.

- What makes writing 'readable'?
- What do our readers need from us?
- The importance of being understood and creating a good impression
- The techniques of good writing
- Focusing on the audience
- Using everyday language
- Keeping sentences and paragraphs short
- Making your writing personal (using 'we' and 'you' when appropriate to avoid a pompous and impersonal tone)
- Writing 'actively'
 - using active verbs
 - avoiding unnecessary 'noun phrases'
- Using 'bullet lists' to present linked information clearly
- Planning and organising information
- Putting it all together. An editing workshop, using your own web pages and other sample documents

Course programme

- 09.30 Welcome and introductions
What do we mean by 'plain English'?
Where do most writers go wrong, and what impact does this have on the reader?
Putting right the wrongs – plain English techniques
- 10.45 Break
Using everyday words
Keeping sentences short
Making your writing personal
- 12.30 Lunch
Writing 'actively'
Lists
- 15.00 Break
Planning and organising information
Editing workshop – reviewing and revising your own documents
- 16.30 Review and close

We can also cover

- writing effective letters, reports and emails (any of these, or all three)
- layout and design principles
- designing and writing user-friendly forms
- legal writing
- writing information leaflets
- improving grammar and punctuation
- advanced document editing
- proofreading.

For more information please phone Dave Fox on 0114 2571400, or email df@wordcentre.co.uk.