

Effective Business Writing

About

This intensive course is aimed at those who need to achieve business advantage from their writing. Learning outcomes include being able to plan effectively, structure content efficiently and produce compelling arguments. You will also learn which words, phrases and messages are likely to attract your customers.

You will learn the principles of how to write sales emails that have positive effect, proposals which impress and documents that generate good response.



Learning outcomes

After attending this course, you will be able to:

- Connect your thoughts to expressive words
- Produce sentences which are clear, concise and correct
- Apply words, phrases and messages that attract
- Write with good effect
- Produce documents which are easily understood

Who should attend?

This course is designed for all those who write in the course of their work: emails, letters, plans, reports and proposals.

How will I benefit from this training course?

You will be able to:

- Communicate effectively with clients under different circumstances
- Match your writing style to identified business objectives
- Apply correct grammar and punctuation
- Ensure key messages are not obscured within the body of your writing
- Extract benefits from features
- Understand how to apply customer focus

Outline programme

Introduction

- Business writing defined

Planning

- Objectives
- Scope
- Positioning

Structure

- Organising key points
- Features and benefits

Principles of English language

- Grammar and punctuation
- Active and passive voice

Words, sentences and phrases

- Construction of sentences
- Words and phrases that attract

Headings and titles

- Headings, subheadings and page titles
 - Compelling words
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How to get attention

- Provide signposts to key messages
- Apply customer focus

Guidelines

- Redundant words
- I me or myself?
- Who or whom?
- False subjects
- Meaningless modifiers
- Absolutes
- Unnecessary adornment
- Strictly speaking

Common mistakes

- Words which are misused
- Words which may be misunderstood

Emails

- Twenty one rules

Review

- Personal action plan
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