


THIS ESSENTIAL  
TRAINING IS FOR  
YOU IF YOU NEED  
TO MAKE SURE  
EVERYTHING YOU  
WRITE FROM NOW  
ON CONVEYS WHAT  
YOU WANT WITH  
THE TONE YOU  
INTEND!

THE

E-MAIL AND

BUSINESS

WRITING  
Workshop



Enroll online at  
[www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)  
or call 1.800.258.7246.

## With a Simple Push of the “SEND” Button ... You May “SEND” the Wrong Message!



### Attend and you'll:

- Write and respond to e-mails faster
- Stop fumbling over how to begin ... no more writer's block!
- Add professional polish to everything you write
- Write e-mails with confidence so you won't offend anyone by your tone
- Eliminate wordiness and improve clarity
- Sound more authoritative and persuasive
- Eliminate grammatical errors and other mistakes that damage your credibility

AND MORE!

**Have you ever sent an e-mail you regretted later?** Then you know just how easy it is to send the WRONG message!

When you send e-mails that are unclear, you leave others confused. When your e-mails contain errors, you risk tarnishing your reputation. Worse, when your e-mails project the wrong tone, you may even damage critical business relationships!

When as much as 90 percent of your written business communication today is by e-mail, how do you make sure this technological wonder doesn't come back to bite you as a “miscommunication tool”?

### A writing program geared to today's professionals

The answer to this dilemma is *The E-mail and Business Writing Workshop*. In just one day, you'll learn proven tips and techniques that guarantee every message you write – in e-mails, letters, memos, and reports – will be polished and on target, representing both you and your organization in a highly professional manner. You'll deliver the exact message you intend, for the exact results you need!

### Solid business writing skills are more important than ever before.

This essential program is headed your way just in time, because writing is back at the forefront of importance in business. In fact, you probably communicate more often by e-mail than

telephone and often substitute it for face-to-face exchanges. Most of us do! Yet those often brief snippets you type and send so quickly can result in stressful hours in the hot seat later, with you explaining, “Well, what I meant to say was ...”

### Learn how to avoid common mistakes when writing e-mail.

Are ya writin' e-mail just like ya talk? Or sending wordy e-mail epistles that read like a formal business report? Big mistakes! This training sets the record straight on what you should and should not do when drafting any business communication, especially e-mails.

We'll discuss the top errors people make and how you can avoid them. You'll also get in on the latest e-mail etiquette and find out how to craft shorter messages without sacrificing content.

### Not a strong writer? This workshop is for you!

About four out of five business professionals admit on surveys that they're not strong writers, and you may well be among them. If so, this workshop was created for you.

Packed with secrets the pros use to take the hassle out of writing, this training covers how to organize your thoughts, get off to a quick start, communicate persuasively in any situation – and pass the “red pen test” for grammar and wordiness. You'll also learn tons of time-savers to slash your writing time.

### Get the training you need to make all your written communication shine!

*The E-mail and Business Writing Workshop* is a fast, fun way to get the essential writing skills you need to communicate clearly and confidently in everything you write on the job. Spend just a day with us, and all your written communication from now on will reflect the true professional you are.

Enroll online at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) or call 1-800-258-7246.

## Writing Is “Fun”-damentally Important to Your Career

We've developed a writing program like no other for you and packed it with as much fun as humanly possible. But don't get us wrong – we're very serious about the crucial link between strong writing skills and your career success.

### ATTEND AND YOU'LL HAVE FUN WHILE YOU LEARN!

So, you recognize that solid writing skills are essential to your career. But are you afraid it's going to be an agonizing day of painful lectures and grammar rules that will make your head hurt? Not to worry! Unlike the other 10,000 business writing courses in the marketplace, we've created a fun, engaging, and interactive course you'll remember for years because of the good times, laughs, and learning that we've packed into this program.

### YES, YOU CAN IMPROVE YOUR WRITING IN JUST A DAY!

Join us and you'll gain practical secrets professional writers have used for decades to create crisp, clean, and clear communication in a fraction of the time and effort it takes you now. From simple memos and e-mails to complex corporate reports, you'll learn shortcuts and strategies to cut your writing time in half with NONE of the embarrassing mistakes you may have made in the past.

### A GREAT TRAINING ENVIRONMENT – PLUS ESSENTIAL TRAINING

You'll learn in a hassle-free, user-friendly training environment unlike any you've experienced. We guarantee a lot of real-world shortcuts and an unmatched feeling of camaraderie with other seminar participants who are in the same boat!

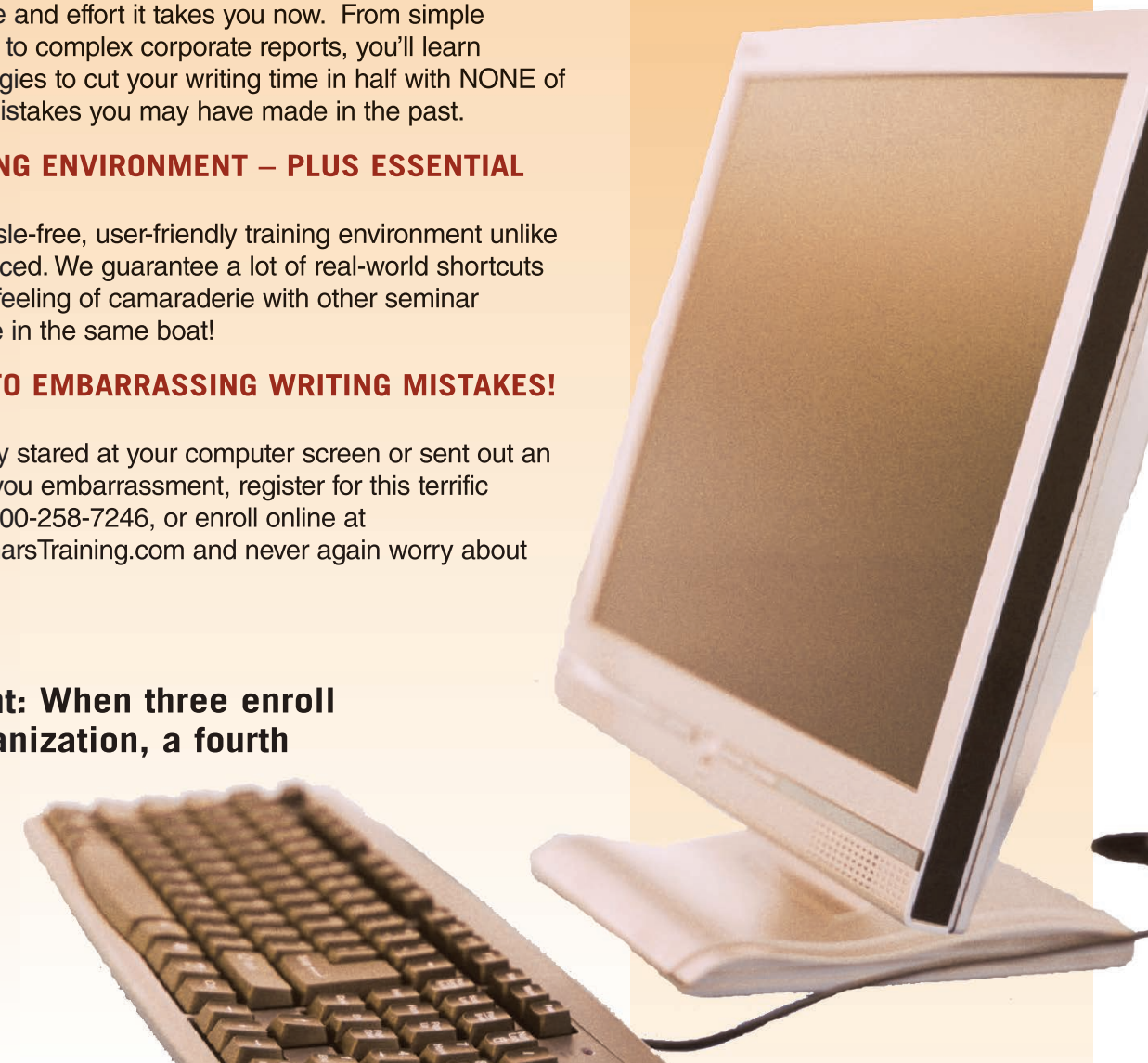
### SAY GOOD-BYE TO EMBARRASSING WRITING MISTAKES! ENROLL NOW

If you've ever blankly stared at your computer screen or sent out an e-mail that caused you embarrassment, register for this terrific event today. Call 1-800-258-7246, or enroll online at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) and never again worry about writing poorly!

### Group Discount: When three enroll from your organization, a fourth attends FREE!

*“Best writing workshop EVER!”*

– R. Melton



# Your Comprehensive Agenda

Registration begins at 8:30 a.m. Workshop hours: 9 a.m. to 4 p.m.

## Prewriting Strategies That Work Every Time

- Figuring out whom you're writing to – and why
- A two-minute outline you can begin with that saves you hours in wasted time down the line
- Identifying your own natural writing style to take advantage of your strengths
- Resources that will help you sound like you know what you're talking about (even when you don't!)

## Secrets to Writing On-Target E-mails

- The 7 most common mistakes that people make when writing an e-mail ... and how to avoid them
- How to double-check your e-mail for tone and clarity
- Tips for writing shorter e-mails that still get your full message across
- Everything you need to know about e-mail etiquette
- Smart tips for presenting complex information in your e-mails

- Should you e-mail? Situations where e-mailing is inappropriate
- Why you must always write a clear subject line
- How the 7 Cs of Effective Business Writing apply to e-mails
- 3 things all good e-mail messages have in common

## Special Section on Grammar Basics That We Promise Will Be Short!

- Simple pain-free grammatical rules that everyone has to follow to write well
- The top 10 most common mistakes everyone else makes that you never will!
- Side-splitting real-world examples of business writing gone badly!
- Why you should never write like ya talk!

## Mastering the Writing Process and Utilizing Your Personal Style

- Finding your "voice" and nailing it down (professional vs. casual, serious vs. humorous)

- Proper word choice that compels your reader to read further
- Avoiding lazy language that puts your reader to sleep
- Creating flawless transitions in your work
- Tips to keep your sentences and paragraphs concise, focused, and flowing

## Writing Powerfully and Persuasively for Any Situation

- Persuasion techniques that will strengthen every e-mail letter, or proposal
- Presenting your ideas strategically in print
- Using a critical eye to make sure you're presenting your ideas logically
- Choosing words with IMPACT!
- Selling products, services, and ideas while bolstering customer confidence

## Post-Writing Techniques to Clean Up Your Writing

- The "red pen test" for getting to the point

- Why you shouldn't become too dependent on writing software and templates
- The real trick to writing is knowing when to stop: eliminating wordiness
- Simple proofreading and editing tips for writing perfection

## Troubleshooting Common Writing Problems

- Tactics you can use to clarify and organize your thoughts when you're writing under a fast-approaching deadline
- How to "whip out" high-quality writing at a moment's notice when your boss "wants it NOW!"
- Brainstorming tricks anyone can use when they're stuck on what to say
- Overcoming writer's block that makes the Great Wall of China look wimpy!

## DON'T LIKE TO WRITE? You'll be in good company at this workshop!

If you absolutely lose it when you have to write, here's some welcome news: You're not alone!

All the more reason to attend *The E-mail and Business Writing Workshop*. Why? Because you'll train in a completely nonthreatening learning environment where you will discover ways to channel the stress of writing into a positive and productive thing.

## MONEY-BACK GUARANTEE

We're so sure that the skills you learn will make an immediate and dramatic impact on your career that we're offering our iron-clad money-back satisfaction guarantee. If you don't agree that the writing tips, techniques, and shortcuts will dramatically slash the time you spend writing ... make everything you write clearer and more focused ... and boost your professional image higher than ever, we'll refund your entire registration fee with no questions asked. Every penny.

### WANTED:

**Busy professionals looking to improve their skills** with a writing workshop that isn't a boring, tedious, excruciating grammar recap!

Must be willing to break away from the norm and experience a writing workshop that's like no other. Only professionals with the ability to laugh and learn at the same time should apply. Grouches and sourpusses welcome, but must be willing to smile every once in a while in a learning atmosphere that treats business writing like something that can be fun and energizing and not just another chore at work.

Previous writing experience unnecessary. Will train fuzzy-faced newbies and veterans alike with fun group discussions, hands-on exercises, and insight from a world-class writer and trainer who knows exactly what it takes to create powerful written correspondence for any business situation.

All phone calls are welcome at 1-800-258-7246 to register. Or go online at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com).

“Incredible training!”

– B. Boyd

“I learned so much.”

– A. Dinkler

“Best seminar ever!”

– M. Finderling

“If you struggle with writing, this seminar is a MUST!”

– P. Luerdt

## On-Site Training Bring This Training Into Your Organization

Effective writing is an essential business skill. Shouldn't everyone in your organization have access to this training?

Let our On-Site Training Department create your very own *E-mail and Business Writing Workshop* training program for your team. We'll present it on your schedule, whenever it's most convenient for you. We'll even let you personally select your trainer, so you can ensure he or she has the industry background and delivery style you feel are most effective for your special needs. (Our faculty comprises more than 300 top industry trainers for you to choose from!)

Want to know more? Visit us online at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) to complete an online information request form or give us a call today at 1-800-344-4613.

YES

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# THE E-MAIL AND BUSINESS WRITING Workshop



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