

The Essentials of

# GRAMMAR & PROOFREADING

Mistakes and typos in your writing can ruin your message – or worse, your credibility. Get the skills you need to write with confidence every time. Enroll today.

*Discover simple, easy-to-remember techniques that pros use for mistake-free documents! You'll learn ...*

- The most common grammar mistakes that professionals make AND how to avoid them
- Easy tips on keeping commas and semicolons straight
- When you should and shouldn't use parentheses
- Outdated phrases and words that you shouldn't use
- Secrets to spotting your own typos and grammatical errors
- Visual tricks to help you catch errors, such as duplicate words

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

We can bring this  
**TRAINING  
TO YOU**  
  
See page 6.

# Never again let a simple mistake destroy your credibility and confidence

Your stomach is tied in knots ... your face is flushed with embarrassment ... you would do anything to turn back time.

It could have been a report to your boss, a memo to the whole company, or a Web site your customers see – but your work went out with a glaring typo. And it doesn't matter how small that error was. You know people are questioning your ability. As a result, your credibility is hanging by a thread.

If you've ever made a mistake in your writing, you're no stranger to these feelings. But rest assured: You aren't alone. Ninety percent of all professionals regularly send out business documents with errors and typos.

## Finally, a grammar workshop that won't put you to sleep!

Take a fresh approach to writing with this fun and interesting workshop. It's guaranteed to make grammar and proofreading EASY to remember and use!

**"Awesome! The trainer does a super job of keeping the class interesting AND fun!"**

*- A. Mayweather,  
Atlanta Housing Authority*

## Put a stop to common grammar blunders. This workshop is the solution.

Grammar and proofreading are the most sought-after workshops today. And with good reason. Thousands of business professionals each year realize how important error-free writing is. Mistakes detract from your message ... confuse your reader ... and can even cost you money (or your job). If you want an easy way to brush up on your grammar and proofreading, this workshop is it! It's fast, easy and, most importantly, a real career lifesaver.

## Get tons of tricks and tips that make grammar and proofreading easy to learn.

We've boiled down hundreds of grammar and proofreading rules to the most important of the most important. You'll only get the information that makes the biggest impact on your written business communication. You'll get key updates on the latest in grammar rules (yes, they do change!) ... tips on using commas correctly ... and strategies for never confusing words such as *effect* and *affect* again.

After this workshop, writing will be easier than ever before. You'll have more confidence in your ability and less stress and anxiety over the documents you send out. Don't put this essential training off for one more day!

## You can't afford to miss this workshop ...

This special price makes it even easier to get the essential skills you need to succeed at work. Add our money-back guarantee and you have absolutely nothing to lose. This workshop fills up fast, so enroll today while seats are still available! **Enroll now at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) or call 1-800-258-7246.**

# Do you know them? The Top Grammar Mistakes Made Every Year ...

- 1. Comma-itis:** Putting in too many commas or sometimes not enough.
- 2. Apostrophe mix-ups:** Showing possession to people or things that you shouldn't.
- 3. Me, myself, and I:** This grammar trap leaves a person wondering if he or she is "me," "myself," or "I."
- 4. Pronoun problems:** Who and whom, that and which – these popular pronouns get misused over half of the time!
- 5. Modifier madness:** Putting modifiers in the wrong place confuses your reader and your message.
- 6. Spelling (spelling) mistakes:** Affect vs. effect, except and accept – confusing these words ruins credibility everywhere.
- 7. Tense shift:** Switching from past to present leaves your sentences awkward and confusing.

Don't fall victim to mistakes like these! Enroll today and you'll get tons of easy tips and techniques for cleaning up your writing.

## Enroll early! Seats go fast for this workshop.

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

**"It was informative and educational."**

*- M. Laurie, Lockheed Martin*

**"The instructor was very energetic and knowledgeable of the subject"**

*- M. Claggett, FAA*

**"One of the most informative and exciting seminars I've been to."**

*- P. Woodrum,  
Breech Regional Medical Center*

**"I really enjoyed the class and would definitely recommend it to others."**

*- M. Calara, Majestic Inns*

**"I have learned many skills that will help improve all aspects of my writing."**

*- T. Birling, Humana Dental*

**"It helped me with redundant word choices and commonly misspelled words."**

*- G. Hovis, U.S. Air Force*

**"This seminar is full of practical and useful tools that I can use every day – not only in the workplace but also at home."**

*- S. Whiting, City of Dayton*

## You Have Nothing to Lose!

We know how important grammar and proofreading are to your success. Without these skills, you could be making costly and embarrassing mistakes. That's why we offer a 100% money-back guarantee with this workshop. If you don't find one tip that you can use immediately at work, we'll refund your registration fee. **Guaranteed.**

## This training is perfect if you want to:

- Eliminate costly and embarrassing mistakes
- Generate communication pieces that get the response (and results) you're looking for
- Easily brush up on your grammar and proofreading skills
- Boost your credibility
- End misunderstandings that come from incorrect grammar
- Cut the time in half that you spend writing and proofing
- Get easy-to-remember tips and strategies that make grammar and proofreading a breeze

**Don't miss this opportunity to expand your value with your organization (and improve your success)! Enroll today for a training event you won't soon forget!**

**"The class is superior to other business-writing classes."**

—C. Schneider, Glades

**"Very unique way of giving an overview of English grammar."**

—C. Cain, Service Assurance Manager

**"I should have done this long ago!"**

—D. Jackson, City of Bellevue

**"I learned more in this training than I did in high school and college!"**

—M. Likes, Blue Cross Blue Shield

# Your Comprehensive Workshop Agenda

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

## Proofreading Versus Editing: The Critical Difference

*Are you proofreading or editing? Why it's important to know the difference before you start reading*

- ◆ How to correct without changing the meaning
- ◆ How to tactfully change someone else's document without stepping on their toes – especially when it's your boss's toes!
- ◆ How to turn yourself into an objective reader without wasting your precious time

## Common Proofreading Pitfalls

- ◆ The No. 1 mistake many proofreaders make that kills any chance for 100 percent accuracy
- ◆ When it's OK to overlook some things – and when you need to get real picky
- ◆ How to shut out phones, voices, and other office distractions to give the document your full concentration
- ◆ Eliminate confusion by using the correct proofreading marks each and every time you proof
- ◆ Tricks on how to proofread something that you've written yourself or something that you've seen a hundred times before

## The Nuts and Bolts of Perfect Proofreading

*A quick look at how to perfectly proofread each of these problem areas*

- ◆ Capitalizations and abbreviations
- ◆ Spell-checker oversights
- ◆ Omissions, transpositions, and repetitions
- ◆ Names and addresses, phone numbers
- ◆ Numbers: 50 or fifty?
- ◆ Grammar flaws
- ◆ Important tips to help you proofread off the computer screen

## Take Your Proofreading Skills to the Next Level

- ◆ How to quickly identify error hot spots in the documents you read
- ◆ Learn to overcome the proofreading blues
- ◆ Beat the tediousness that sometimes comes with being the "proofer"
- ◆ Visual tricks that help catch hard-to-find errors
- ◆ Different skills you can use when proofreading something "dry"

## Avoiding Punctuation Pratfalls That Doom Your Writing

- ◆ Learn how the misuse of punctuation can affect the clarity of your writing
- ◆ How the correct punctuation can make your reader actually "hear" your words and give them more power
- ◆ A quick and easy guide to properly using the "Big Bad 3" of punctuation ... the comma, colon, and semicolon
- ◆ The rules regarding hyphens, slashes, dashes, and ellipses that can give your writing more pizzazz
- ◆ How to properly use pronouns and make your writing much clearer to the reader

## Successful Spelling Strategies

- ◆ How to use your spell-checker as a tool and NOT as your safety net
- ◆ The most common spelling mistakes you'll see (and make) when writing
- ◆ When to capitalize/when NOT to capitalize
- ◆ Why you should NEVER write a business document the same way you write online
- ◆ **BONUS:** A list of problem words that can trip up even the most polished writers

## Cultivating Your Personal Style ... Grammatically Speaking

- ◆ Avoiding wordiness, clumsiness, and poor organization
- ◆ Why it's so important to develop your own "style"
- ◆ How to eliminate sleep-inducing "passive" writing that seems to go on forever
- ◆ Knowing when and where you can bend the rules to make your writing more powerful
- ◆ Jargon versus slang: When, where, and why to use them

## Structure Guidelines That Make All Your Communications Flow

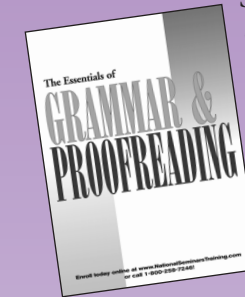
- ◆ Elements for creating a memo or e-mail that gets read right away every time
- ◆ The secret to writing effective subject lines that won't get your e-mails deleted like spam
- ◆ What your readers want in any piece of business correspondence
- ◆ Letting go: How to not get trapped into rewriting and editing your copy to death

## Special Offer:

If 3 people from your organization attend, a 4th attends absolutely FREE! That's right! It's an unbeatable offer you won't find anywhere else!

## WORKSHOP BONUS

Your Grammar & Proofreading Guide Becomes a Handy Desktop Reference!



Stumped over a grammar question and can't get a document out the door until you know the answer? You'll never again have that problem thanks to the desktop reference guide you'll receive free as a

participant of this workshop. This user-friendly, softbound guide contains the business grammar and proofreading basics you'll learn, plus dozens of other tricks, tips, and techniques for error-free written communication.

**As an added bonus, you'll get handy "cheat sheets" for capitalization, numbers, and abbreviations!**

Available only through National Seminars Group, this information-packed tool will help you continue to hone your skills long after the workshop is over. Expect it to become a well-worn resource that you'll refer to again and again for fast answers to tricky grammar and proofreading issues.

**"It was very motivational and kept my attention. It gave me solutions for becoming a better communicator."**

—C. Batey, Banking Officer

**"Motivating, clear information that I can put into practice."**

—B. Jaffe, Administrative Assistant

**"Very good reminder of things I knew but had forgotten ..."**

—J. Headley, Creative Copywriter

We can bring this **TRAINING TO YOU** *Bring this training on-site ...*



## Give Everyone in Your Organization These Essential Grammar and Proofreading Skills!

### Our On-Site Training Makes It Easy!

If you wish everyone in your organization or on your team had the skills that we'll teach you during this unbelievable workshop, don't worry! We can bring this ultra-effective training directly to your company at a time and place of your choosing for as many people as you want!

On-site training from National Seminars Group is one of the most cost-effective ways to facilitate your organization's learning and development goals – guaranteed! The benefits of on-site training are endless!

- We'll customize the program to meet your organization's unique needs
- We'll deliver it when and where you want
- You get to choose your trainer
- You can take advantage of our Preferred Customer Pricing Special

To find out more about how on-site training can benefit your organization, contact us today at **1-800-344-4613**, e-mail us at **onsite@natsem.com**, or visit us on the Web at **www.NationalSeminarsTraining.com**.

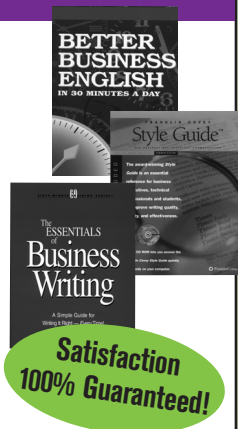
## Recommended Resources From Our Training Experts ...

### Say Goodbye to Embarrassing and Costly Grammar Errors!

In business, impressions are everything. Unfortunately it's the first impression you make that lasts the longest. So why not make sure it's a positive impression you leave with every written piece of correspondence. With the **Grammar Ease Collection**, you'll have handy guides and references at your disposal to quickly and confidently look up any uncertainties you may have in your business communications. Order your set today!

#### The Grammar Ease Collection includes:

- ✓ *Better Business English* series (5 book set)
- ✓ *Franklin Covey Style Guide*
- ✓ *The Essentials of Business Writing* handbook



Item No. GPRF0908 ... Retail Price: \$119  
**Your Price: Only \$99 (You Save: \$20)**

To order, call 1-800-258-7246 or see order form on page 7.

## To Enroll ...



Register online at  
**www.NationalSeminarsTraining.com**



Call toll-free **1-800-258-7246**



Fax the completed registration form to **1-913-432-0824**



or Mail the registration form to:  
**National Seminars Group**  
P.O. Box 419107  
Kansas City, MO 64141-6107

## Registration Information

**Our Registration Center** is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

**Group Discount:** When 3 enroll from your organization, a 4th may attend for FREE!

**Check-in** begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

**Cancellation:** If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

**CEUs:** Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions. RUCEC is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

**Tax Deduction.** The expense of continuing education, when taken to maintain and improve professional skills, is tax-deductible. Please contact your accountant for complete details.

FED ID #43-1576558

## REGISTRATION FORM

### 1. Enrollment Fee

**Great Group Discount: When 3 enroll from your organization, a 4th attends FREE!**

### 2. Names of Attendees

*(Please list additional registrations on a separate sheet and attach.)*

- Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
City/Event # \_\_\_\_\_
- Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
City/Event # \_\_\_\_\_
- Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
City/Event # \_\_\_\_\_
- (FREE!)** Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
City/Event # \_\_\_\_\_

Please send me \_\_\_\_\_ copies of the **Grammar Ease Collection** (Item No. GPRF0908) at \$99 each. Add 7% or applicable sales tax to your product payment. Shipping fees are \$6 for first item; \$1.50 for each additional item; express extra. Method of payment is indicated in step 5.

### 3. Company Information (Please Print) \*Phone required in case of last-minute changes.

Organization \_\_\_\_\_  
Address \_\_\_\_\_ Mail Stop \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**Approving Supervisor: Mr./Ms.** \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
\*Phone \_\_\_\_\_  
\*\*Fax \_\_\_\_\_  
\*\*Your fax number will be used to send confirmation of your registration as well as to notify you of upcoming events in your area.

### 4. VIP Privileges Program – Join Today!

Join our **VIP Privileges Program** and enjoy exclusive discounts and benefits. We'll fax you and your organization first notice of upcoming events in your area, special discounts up to 50%, and offers available to members only.

**Sign here to join** \_\_\_\_\_  
*By signing, you and your organization are giving permission for RUCEC to use your fax number to notify you and your organization of upcoming seminars in your area and provide you and your organization with special discounts and offers.*

### 5. Method of Payment

- If you have registered by phone, please record your confirmation number here:  
\_\_\_\_\_
- Check payable to National Seminars Group is enclosed.
- Charge to:  MasterCard  VISA  AmExpress  Discover  Diners Club  
Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Signature \_\_\_\_\_
- Bill my organization; Attn: \_\_\_\_\_  
(Note: Full registration fee due and payable prior to start of workshop.)
- Our purchase order is attached (government, educational and health-care organizations only)

### 6. Important: Your VIP Customer Number

□□□□-□□□□□□-□□□□-□□□□

Fill in your VIP Customer Number as it appears above the name on the mailing label.  
(Record the number even if the label is addressed to another individual.)

SD, CT, and WV residents, please add applicable sales tax to your payment. If you are tax-exempt, enter your tax-exempt number here: \_\_\_\_\_ and attach a copy of your tax-exempt certificate.

## Workshop Schedule



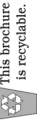
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