

Say goodbye to grammar anxiety and get the skills you need in this stress-free one-day workshop that makes learning fun!

Great group discount: When 3 enroll from your organization, a 4th attends FREE!

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Business GRAMMAR

for Busy Professionals

Grammar, Spelling, Punctuation and Usage for
Written Business Communication

IN ONE FAST-PACED DAY, YOU'LL CONQUER ALL ASPECTS OF BUSINESS GRAMMAR WITH THIS NEW APPROACH TO LEARNING

- Grammar basics every professional should know
- Latest business usage standards for courtesy titles and nonsexist language
- Punctuation tips for crystal-clear communication
- Spelling tricks guaranteed to end guesswork
- Winning ways with wayward sentences
- Proofreading techniques the pros use to catch every error



FORGET BORING LECTURES! Join us for a learning adventure you'll never forget. Discover easy ways to avoid embarrassing grammar errors that can damage your credibility.

Never again be mortified by a grammatical blunder that can destroy your professional credibility!

Dear Professional:

If you've ever gotten a sick feeling when you realized a piece of business communication you'd written went out with a glaring grammatical error smack in the middle of it, you're not alone!

Maybe it was a memo to your boss, who now thinks you're careless, or worse, clueless. It could've been a business letter to a top client, who now has doubts about doing business with your company. It might even have been Web site copy that had potentially thousands of browsers rolling their eyes over your organization's stupidity!

You know there's just too much at stake to risk letting a blunder go undetected, but who has time to learn grammar and usage at this late date?

Now, you do! ***Business Grammar for Busy Professionals*** is a **one-day workshop** that features a phenomenal, new 'no-fear approach' to business grammar and usage. This skill-packed program has been **designed for busy professionals like you who want a super-fast, easy way to brush up on grammar, spelling, punctuation and business usage.**

We've boiled down hundreds of grammar and usage rules to 'the most important of the most important,' focusing on those contemporary grammar skills that will make the biggest, most immediate impact in your written business communication. This fast-paced, interactive learning adventure presents information in **easy-to-grasp concepts that make learning fun – and painless.** You'll be startled at how much you'll absorb, retain and enjoy!

An important feature of our exceptional workshop is a **special update on the newest standards in business usage.** You'll discover how to handle courtesy titles, gender-pronoun problems, terms that may be considered insensitive or even offensive and fresh alternatives to outdated words and phrases that have fallen out of favor.

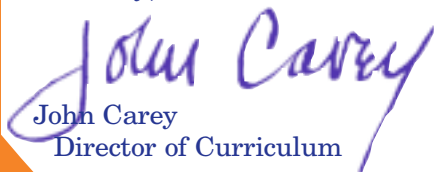
Packed with **tips, tricks and easy-to-remember techniques**, this workshop is a must-attend event for you if any part of your job involves communicating in writing. Whether you prepare formal business reports, proofread business letters, send e-mail to customers or clients or jot memos to your boss, the skills you'll learn will add professional polish – and accuracy – to every sentence you write!

Plus, you'll never again have to worry about being embarrassed by a grammar goof!

You'll be able to put your thoughts into written words quickly and easily, confident that your message will be crystal clear and your documents will be error-free.

Don't wait any longer to get the crucial grammar skills you need to shine like the credible, capable professional you are. Enroll today!

Sincerely,



John Carey
Director of Curriculum

P.S. Give your whole team a grammar upgrade and save! When 3 enroll, the 4th attends ABSOLUTELY FREE! Call 1-800-258-7246 and register today, or enroll on our secure Web site at www.NationalSeminarsTraining.com.

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

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Do you really need this workshop? Spot the grammar and spelling errors in the following sentences.

1. **Every employee is urged to turn in their expense reports on time.**
(Employees are urged to turn in their expense reports on time.)
2. **Who would you prefer to complete the report – Todd or I.**
(Whom would you prefer to complete the report, Todd or me?)
3. **We need your insurance that the workmen will finish by Friday.**
(We need your assurance that the workers will finish by Friday.)
4. **Our company use to file all their memoes.**
(Our company used to file all its memos.)
5. **The stern reprimand you delivered did not phase him.**
(The stern reprimand you delivered did not faze him.)
6. **If it was up to me I'd fire Dara immediately.**
(If it were up to me, I'd fire Dara immediately.)
7. **Its my recomendation that we conduct business with him.**
(It's my recommendation that we conduct business with him.)
8. **We need to keep this problem from reoccurring again.**
(We need to keep this problem from recurring.)
9. **The team should run it's own meetings.**
(The team should run its own meetings.)
10. **The proposed change should have positive affect on employees.**
(The proposed change should have a positive effect on employees.)

If you missed even one of these errors, you're at risk for letting embarrassing mistakes slip into your work – and damage your professional credibility. Enroll in this workshop today and gain the skills and confidence you need to produce error-free business communication that makes you shine!

6 MAJOR BENEFITS OF ATTENDING THIS WORKSHOP

1 SAY GOODBYE TO YOUR GRAMMAR ANXIETY ONCE AND FOR ALL!

Spend just one day with us – learning in a fun environment where there's no pressure or stress – and your grammar anxiety will melt away. You'll discover dozens of easy tricks and tips for remembering grammar basics – tools you'll use for the rest of your life!

2 BE "IN THE KNOW" ON THE NEWEST STANDARDS FOR BUSINESS USAGE, INCLUDING NONSEXIST LANGUAGE.

Forget 'Dear Gentlemen.' You'll learn up-to-date business usage for courtesy titles, salutations and more. Find out how to handle those sticky gender-pronoun issues and learn which words and terms may be considered insensitive or offensive.

3 AVOID MAKING EMBARRASSING WRITTEN ERRORS THAT COULD DAMAGE YOUR CREDIBILITY.

Grammar blunders and spelling errors scream 'unprofessional!' Such mistakes can tarnish your image fast. This workshop will give you the important grammar skills you need to succeed, plus the confidence that comes from knowing that your written communication is error-free.

4 ADD PROFESSIONAL POLISH TO EVERY SENTENCE YOU WRITE.

You'll discover how easy it is to build lively sentences that express your ideas clearly and powerfully. Find out how to adopt a casual, friendly tone and ditch the formal-sounding wordiness that marks your message as 'out of date' and 'out of touch.'

5 PROOFREAD LIKE A PRO – AND BECOME THE OFFICE HERO!

By learning the foolproof techniques professional proofreaders use, you'll build a safety net for catching errors that would otherwise slip past. You'll become the 'eagle eye' in your office, proofreading quickly without sacrificing accuracy, as you spot even the smallest errors.

6 CONTINUE TO IMPROVE YOUR SKILLS WITH YOUR TAKE-HOME DESKTOP REFERENCE.

You'll keep honing your business grammar and usage skills long after this workshop is over, thanks to the valuable take-home materials you'll receive as a participant. This valuable desktop reference is filled with grammar rules, tips and tricks and will become a trusted resource you'll keep close at hand.

Conquer Grammar With Our No-Risk Guarantee!

When you communicate in writing on the job, your professional credibility is on the line. When you attend this grammar and usage workshop, our professional credibility is on the line.

That's why we back this powerful program with our no-risk, money-back guarantee. If you're not satisfied with the grammar and usage training you receive during your day with us, we'll refund your enrollment fee down to the last penny. In other words, when you enroll in *Business Grammar for Busy Professionals*, you have absolutely nothing to lose – and everything to gain.

Your Comprehensive Workshop Agenda

PROGRAM HOURS: 9 A.M. TO 4 P.M. REGISTRATION BEGINS AT 8:30 A.M.

50 Key Ways
to Update
Your
Grammar
and Usage
Skills for
Error-Free
Communication

I. OUT WITH THE OLD BUSINESS COMMUNICATION RULES AND IN WITH THE NEW!

- Still clinging to old' business-writing/usage ideas? Professional examples of how modern written business communication should sound
- Why a casual, friendly tone is key to contemporary business communication
- Strategies for eliminating stiff, formal language and avoiding wordiness
- Understanding why concise communication is imperative today, whether you're writing a formal report or an e-mail
- A look at once-ironclad grammar and usage rules that have been relaxed
- Most-often misused words in business documents, including words that don't exist

II. "MUST-KNOW" GRAMMAR BASICS FOR BLUNDER-FREE WRITING

- Image-crippling mistakes to avoid: grammar blunders professionals most frequently make
- What a misplaced modifier is and how it can wreak havoc with your meaning
 - A simple way to make sure your subjects and verbs agree – guaranteed!

A "heads-up" to approving supervisors ...

Thanks to fax, e-mail and the Web, your employees communicate in writing more than ever before with your clients, customers and potential customers.

Whether they draft business letters, send memos, produce marketing copy online or just dash off e-mail to business associates, your employees represent your organization with every word they write. A grammatical blunder can damage your credibility, and a typo can make your company look just plain careless – or clueless.

This grammar workshop will get your employees up-to-speed on business grammar and up-to-date on business communication usage – fast! They'll return to the office armed with the latest grammar tools and rules, ready to express themselves more clearly, confidently and professionally in all your organization's business documents.

Why risk having to explain glaring, embarrassing errors in grammar and spelling – mistakes that could cost your organization plenty – when your employees could gain top-notch contemporary grammar skills in just one day? Approve this important training opportunity, and you'll ensure that your employees will get the business communication tools they need to make your organization (and you) look terrific!

- That's up to you and I or that's up to you and ME? How to choose the right pronoun
- Singular or plural: tips for sidestepping the glaring errors most people miss
- Handy grammar resources that will provide answers to even your trickiest questions

III. SMART WAYS TO REV UP YOUR SENTENCES – AND POLISH YOUR PROFESSIONAL IMAGE!

- How to use active verbs and voice to communicate more powerfully
- Wake up your readers by slashing adjectives and dumping unnecessary adverbs
- Tips for using varying sentence patterns and sentence lengths to express your ideas
- Less is more: how-to's' for trimming the fat from your documents
- Pointers for adding zing to your written communication
- Why your first draft should never be your last draft: editing 'musts' for concise, clear writing

IV. HANDY "CHEAT SHEETS" FOR CAPITALIZATION, NUMBERS AND ABBREVIATIONS

- The 10 Commandments of Capitalization for business communication
- Rules for capitalizing professional titles and names of things
- Guidelines for tricky capitalization situations, including product names, jargon specific to certain professions and more
- The Rule of 10 for spelling numbers and expressing them in figures
 - When – and how – to abbreviate and when to spell it out

V. PUNCTUATION MADE EASY FOR THE SEMICOLON-CHALLENGED!

- Punctuation mistakes that are instant credibility killers – ones you'll never again make!
- Avoid comma-itis' by knowing when a comma is essential

- Easy ways to keep semicolons and commas straight
- The drastic difference between a dash and a hyphen – and when to use them
- Correctly using apostrophe- s' or s'-apostrophe to keep your meaning clear
- When and why) to use parentheses
- Understanding when you need quotation marks and how to use them with other punctuation
- Punctuation rules that were made to be broken and when it's a good idea to break them

VI. SECRETS OF GOOF-PROOF SPELLING

- A list to keep at hand from now on: the 100 most-often misspelled words in business communication
- 5 golden spelling rules every professional should memorize
- Is it affect' or effect'? Memory association tricks to help you keep commonly confused word pairs straight from now on
- Occuring' or occurring'? The handy rule for adding word endings
- Hear an example of why you can't depend on spell-check to get your spelling write all the time
- Resources to check for the correct spelling of the newest words in our ever-evolving language

SPECIAL UPDATE

VII. NEW BUSINESS USAGE STANDARDS: R.I.P. TO "DEAR GENTLEMEN"

- Guidelines for handling courtesy titles in business communication
- Fresh, new options for salutations in business correspondence
- Nonsexist alternatives guaranteed to help you steer clear of offensive language
- Solutions to gender-based pronoun problems
- Is it senior citizens,' the elderly,' older adults'? Red-flag words and terms that could be considered insensitive to certain groups – and nonoffensive alternatives
- Pet phrases and outdated words that need to

be put out to pasture

- Words that are never appropriate in written business communication

VIII. PROOFREAD LIKE A PRO TO CATCH EMBARRASSING ERRORS BEFORE THEY "GO PUBLIC"

- Are you proofreading or editing? Why it's important to know the difference before you start reading
- Tips for proofreading quickly without sacrificing accuracy
- Visual tricks that will help you catch hard-to-find errors such as duplicate words and omitted letters
- The secret to spotting your own typos and grammatical errors
- How to proofread numbers with 100 percent accuracy every time
- A proofreading checklist that will serve as your 'safety net' so you can rest easy, knowing you've caught every error

★ WORKSHOP BONUS Grammar Guide Becomes 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, soft-bound guide contains the business grammar and usage basics you'll learn, plus dozens of other tricks, tips and techniques for error-free written communication.

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 you'll refer to again and again for fast answers to tricky grammar and usage issues

Just how much can you improve your grammar skills with a National Seminars workshop?

Past participants say it best ...

“THE CLASS IS SUPERIOR TO OTHER BUSINESS-WRITING CLASSES. INFORMATION CAN BE USED RIGHT AWAY.”

—C. SCHNEIDER, GLADES

“AWESOME! THE TRAINER DOES A SUPER JOB OF KEEPING THE CLASS INTERESTING AND FUN!”

—AKILAH MAYWEATHER, ASSET DIRECTOR ASSISTANT, ATLANTA HOUSING AUTHORITY

“VERY UNIQUE WAY OF GIVING AN OVERVIEW OF ENGLISH GRAMMAR. INSTRUCTOR WAS VERY FRIENDLY AND MADE THE CLASS FUN AND THE INFO EASY TO LEARN.”

—CATHY GAIN, SERVICE ASSURANCE MANAGER, FEDERAL EXPRESS

“THANKS FOR OFFERING THIS CLASS.”

—A. BANKS, CINTAS

WHATEVER YOUR TRAINING NEEDS – WE HAVE A SOLUTION! To request a FREE catalog of events coming to your area, visit us online at www.NationalSeminarsTraining.com

BRING THIS TRAINING TO YOUR ORGANIZATION



ON-SITE TRAINING SERVICES: WORLD CLASS TRAINING. GUARANTEED RESULTS.

Imagine how much more professional – and effective – your organization's written business communication would be if everyone who produces or proofreads documents received this invaluable training in grammar.

Our On-Site Training Department can deliver this seminar — or more than 100 other cutting-edge training programs — directly to you for private, in-house training. With the help of our training specialists, you determine the location, date, time and delivery format for your training. We also assist you in selecting just the right trainer and tailor the program to your organization's unique needs.

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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. RUCCEC 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.

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NATIONAL SEMINARS GROUP

P.O. Box 419107

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