

# Introducing a new *Half-Day Seminar Series* that will make all your communications crystal-clear!

Discover the quickest and easiest way to positively impact your professional image.  
It's time to communicate like the professional you truly are.

Morning Workshop: 9 a.m. – 12 noon

## PERFECT PROOFREADING TECHNIQUES

Spot every error <sup>before</sup> ^ your readers do. Discover simple and effective methods professional writers and editors use to achieve mistake-free documents!

- **Never get fooled** by your spell-checker again
- **Feel confident** about every report, e-mail, letter and document you create
- **Catch** wrong numbers and information that could cost your organization plenty

Afternoon Workshop: 1 p.m. – 4 p.m.

## BUSINESS GRAMMAR MADE EASY

Take a seriously fun look at the most crucial business skill <sup>that</sup> ~~which~~ can make or break your career. Enroll in this interactive workshop and you'll:

- **Dramatically improve** your written and verbal communication skills
- **Project** a confident, polished image that demands respect
- **Stop** making grammatical errors that damage your credibility

How good are your proofreading and grammar skills? Find out on page 4.

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

**Ever send out something  
with a glaring typo?  
A misspelled word?  
A wrong phone number?**

You don't want your name connected to such careless and easily corrected mistakes.

Ensure every piece of correspondence that leaves your desk or every sentence that leaves your mouth puts you and your company in the best possible light. Sign up for these two must-attend workshops.

**Call**

**1-800-258-7246**

**and register today!**

**Or, sign up online**

**at our web site,**

**[www.natsem.com](http://www.natsem.com)**

**Seats are limited**

**and these hot**

**seminars will**

**fill up fast!**

## **DON'T LET SIMPLE MISTAKES RUIN YOUR CAREER**

When someone sends out a report, memo or e-mail filled with errors, don't you begin to question the professionalism (and maybe even the intelligence) of the author? And if you're questioning it, don't you think readers up and down the corporate ladder are thinking the same thing? You bet they are!

If you've ever written anything that you later looked at and thought, "What was I thinking?" then you need to attend these two powerful half-day seminars.

In our morning session, **Perfect Proofreading Techniques**, you'll discover how easy it is to master the art of proofreading. We'll show you simple strategies proofreading professionals use to make their documents perfect every time. Whether you're proofing a two-line note or an extensive manuscript, there are some basic strategies that can dramatically shorten the time you spend proofing and increase your accuracy for finding mistakes. We'll also cover important topics such as:

- Proofreading versus editing – the critical difference that you NEED to know
- How to make corrections WITHOUT changing the meaning of the document
- An easy-to-use checklist that helps you catch the most common errors

Then, in the afternoon during our **Business Grammar Made Easy** workshop, we'll cover the fundamentals of flawless business grammar. In this interactive workshop you'll learn why it's more important than ever to become "grammatically gifted" in today's communication savvy world!

But don't worry, this is not a rehash of your 7th grade English class ... this is a fun, interactive look at the different ways people hang themselves and their credibility through the misuse of proper grammar. Register for the afternoon workshop and you'll:

- Learn why using improper grammar sends the signal that you aren't a true professional!
- Discover when you can – and can't – bend the grammar rules a little to get your point across
- Get a refresher on proper grammar and find out where most people go astray
- Review the most common grammar goofs so you'll be sure to avoid these costly mistakes

**Stop putting it off. This is the best  
thing you can do for your career, your  
credibility and your organization.**

## Reap the Benefits!

### Attend *Perfect Proofreading Techniques* for these key benefits:

- **Strengthen** your proofreading skills and positively impact your career
- **Gain** simple – but powerful – proofreading strategies that you can use immediately
- **Identify** the weaknesses in your proofreading skills and learn how to overcome them
- **Avoid** the embarrassment of sending out documents with errors in them
- **Become** a trusted “second pair of eyes” that higher-ups can count on to catch mistakes
- **Cultivate** an air of intelligence and sophistication because YOU'RE the one who always catches the mistakes that others miss
- **Cut** the time you spend proofreading documents in half while doubling your accuracy
- **Become** more confident in your abilities as a business professional
- **Never** give your customers a reason to doubt your company's abilities because all your correspondence will be 100% correct and accurate
- **Laugh** and learn with other business pros – like yourself – that are willing to take their skills to the next level

### What you'll get out of attending *Business Grammar Made Easy*:

- **Make** all your communications smooth, clear and concise
- **Eliminate** any potential misunderstandings due to the use of incorrect grammar
- **Learn** how the misuse of simple punctuation can dramatically change the meaning of what you write
- **Avoid** wordiness and poor organization
- **Give** everything you say more power and pizzazz with our Active Voice Word List
- **Create** your own personal style that flows gracefully and catches every one's attention
- **Stop** punching holes in your credibility by eliminating embarrassing spelling errors that most spell-checkers don't catch
- **Gain** more confidence in your ability to communicate as a professional
- **Add** one more important piece to your “professional development tool box” that'll help you achieve more in your career
- **Network** with other professionals – just like you – who want to work smarter and faster and eliminate roadblocks on the path to success

**GROUP DISCOUNT:** When 3 enroll from your organization, a 4th attends FREE!

## Why TWO half-day seminars?

Even though we HIGHLY recommend attending both seminars to get the full benefit of improving your all-around writing and proofreading skills, we understand the demands on your time in today's fast-paced business world. So to better accommodate your needs we split these topics into two half-day seminars that give you the freedom to get the training you need to succeed with the versatility to fit into your busy schedule.

If you're questioning the time involved in the one-day commitment of taking both seminars, just consider the time you'll **save** back at the office when you quickly and easily create clear, concise and error-free correspondence the first time – every time! By attending these seminars you'll actually be saving yourself time!! No more countless rewrites and triple-checks just to make sure everything is A-OK, and no more slaps to your forehead when you notice a big typo 15 seconds after you've hit “Send”.

## Big Savings When You Enroll In Both Workshops!

Each seminar is priced at \$129, but if you decide to maximize your training potential by enrolling in both sessions, you'll pay only \$199 – that's a savings of \$59!!

## It's Training That's Guaranteed!

Plus, with our money-back guarantee, you've got nothing to lose! We're positive that you'll leave these seminars with the tips and techniques you need to succeed in today's communication savvy world. But if for some reason you're not positive about your grammar and proofreading abilities after attending we'll refund your entire registration fee – every penny! Don't wait another day to gain these crucial skills. **Call 1-800-258-7246 and register for both of these sessions TODAY!**

## Can you spot the the ERRORS?

The following paragraph was lifted from an actual memo passed along to us at one of our writing seminars. See how many errors you can spot.

-----

**To:** All Associates

**From :** (Name Withheld In Order To Not Embarrass)

**RE:** The Company Holiday Party

This is to enform you of a change in the location ot our company holiday party on on Friday. Because of the painting going on at the warehouse, all associates are invited to join us at 2 o'clock in the multi-purpuse room fer food and beverages. Your going to have an exceptionable time because your mangers are all planning a holiday treat! We hope this change won't affect your plans to attend.

-----

### How many mistakes did you spot?

If you found one mistake, then you did better than this poor soul whose mistakes went out to the entire company. If you found fewer than 12 in this short paragraph, then maybe you should register for our fun and informative seminars and give your skills a boost!

(P.S. Did you spot the word duplication in the title of this section?)

**Call**  
**1-800-258-7246**  
**and sign up today!**

# Perfect Proofreading Techniques

**Develop that "Eagle Eye" that can nail a typo at 50 paces and turn yourself into a proofreading whiz that gets more done in less time with complete accuracy!**

## 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 #1 mistake many proofreaders make that kills any chance for 100% accuracy
- When it's OK to overlook some things – and when you need to get real nit-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
- Spellchecker oversights
- Omissions, transpositions and repetitions
- Names and addresses, phone numbers
- Numbers: 50 or fifty??
- Grammar flaws
- Important tips to help you proofread off of 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"
- **BONUS:** Proofreading exercises and assessments you can take back to work to turn yourself into the "Perfect Proofreader"!

# Business Grammar Made Easy

*Not just a trip back to your grade-school grammar class, but an invigorating and entertaining look at how you can add muscle to everything you say!*

## 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 it more power
- A quick and easy guide to properly using the “Big Bad 3” of punctuation ... the comma, colon and semi-colon
- 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-check 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 things to death

## A Business Grammar Course?

**You’ve GOT to Be Kidding?**

One of the most abused skills in business today is the ability to compose a clear and concise sentence that is completely and easily understood. And 98% of the mistakes people make can be easily corrected. That’s where this workshop comes in.

We’ve created a “seriously fun” session that will help you identify and correct the most common grammatical mistakes made in today’s fast-paced workplace. We’ll also give you the secrets to better business grammar in just three hours! Afterwards, though you may hate to admit it, you’ll end up enjoying yourself as well as learning the important rules about business grammar.

Anyone who puts pen to paper, fingers to a keyboard, or speaks to anyone inside or outside of your organization can use this refresher workshop, it will save you from embarrassing mistakes. Call 1-800-258-7246 and register today – before you make that critical grammatical error at exactly the wrong time and place!

**Your image isn’t judged just by the way you write, but also by the way you speak! In this half-day seminar you’ll learn how to avoid the “verbal torpedoes” of everyday business conversation – grammatical errors that can sink your professional image in a heartbeat!**

# Wouldn't it be great to turn your ENTIRE company into lean, mean grammar and proofreading machines?

We can bring either of these entertaining and eye-opening workshops directly to your front door with our On-Site Training and virtually eliminate the embarrassing typos and grammatical mistakes that plague the business correspondence of most companies today. We'll train group of employees from 15 to 15,000 (or more!) to become world-class communicators!

With hundreds of titles in our seminar library, we can customize training to provide solutions to your toughest business problems. And, with topics ranging from management and supervision, accounting and finance, HR, interpersonal communications, team-building, sales and more, there's really not a problem that we CAN'T cover! And on-site training is more affordable and cost-effective than you can imagine! Why wait?

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Call one of our expert training consultants at **1-800-344-4613** and find out how we can become your #1 training partner!

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## From Our Resource Center ...

### Gain Simple – but Powerful – Proofreading and Grammar Skills to Boost Your Credibility and Impact!

Have you been fooled by your spell-checker? Do you lack confidence in your ability to communicate as a professional? Learn the easiest way to increase your credibility. The **Perfect Proofreading and Grammar Collection** will strengthen your grammar skills, make your written and verbal communication more concise and positively impact your professional image. Don't waste another minute! Feel confident with every report, e-mail and letter you create. Order your set today before it's too late!

The **Perfect Proofreading and Grammar Collection** includes:

- *Powerful Proofreading Skills* (Handbook)
- *Business Grammar and Usage for Professionals* (6 CD set)

Item No. BPRFAM4 ... Retail Price \$94  
**Your Price: \$79** (You Save \$15)



## TO ENROLL ...



Register online at [www.natsem.com](http://www.natsem.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 A.M. workshop schedule is 9 a.m. to noon. The P.M. workshop schedule is 1 p.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.

**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

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

# REGISTRATION FORM

# WORKSHOP SCHEDULE

## 2. Check all workshops you wish to attend ...

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

	Proofreading Techniques 1/2 day	Business Grammar 1/2 day
1. Mr./Ms. _____ Title _____ E-mail Address _____ City/Event # _____	<input type="checkbox"/>	<input type="checkbox"/>
2. Mr./Ms. _____ Title _____ E-mail Address _____ City/Event # _____	<input type="checkbox"/>	<input type="checkbox"/>
3. Mr./Ms. _____ Title _____ E-mail Address _____ City/Event # _____	<input type="checkbox"/>	<input type="checkbox"/>
4. (FREE) Mr./Ms. _____ Title _____ E-mail Address _____ City/Event # _____	<input type="checkbox"/>	<input type="checkbox"/>

Please send me \_\_\_\_\_ copies of the **Perfect Proofreading and Grammar Collection** (Item No. BPRFAM4) at \$79 each. Add 7% or applicable sales tax to your product payment. Shipping fees are \$5 for first item; \$1.50 for each additional item. 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 \_\_\_\_\_ \*Phone \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
**Approving Supervisor: Mr./Ms.** \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 \*\*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 first notice of upcoming events in your area, special discounts up to 50% and offers available to members only.  
**Sign up here to join**  
*By signing, you are giving permission for RUCEC to use your fax number to notify you of upcoming seminars in your area and provide you 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  American Express  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 healthcare organizations only)

## 6. Important: Your VIP Customer Number

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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.**

**Program Hours: 9:00 a.m. to noon for morning workshop.  
 1:00 p.m. to 4:00 p.m. for afternoon workshop.  
 Registration begins at 8:30 a.m.**

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P.O. Box 419107

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