

**Gain the solid
technical writing
skills you need
to handle any
project with ease!**

The Secrets of Successful

TECHNICAL WRITING

**A One-Day Writing Clinic for Professionals
Who Write Reports • Manuals • Proposals •
Procedures • Policies • Instructions**

- Add power and clarity to all your technical writing projects.
- Develop on-target project strategies and slash your writing time by 30 percent.
- Develop a writing style that is precise and easy to read.
- Communicate clearly with user-friendly statistics, charts, tables, and graphs.
- Make every document error-free with editing and proofreading techniques that ensure accuracy.

SEE PAGES 4 AND 5 FOR THE COMPLETE AGENDA!

Enroll online at www.NationalSeminarsTraining.com or call 1-800-258-7246.

TECHNICAL WRITING IS A TOUGH ASSIGNMENT FOR EVEN THE MOST EXPERIENCED WRITERS

Think of all the challenges you face when you have to write a technical document.

Where do you start in organizing the mountain of data you've got? How do you explain complex information in a way that's easy for readers to grasp? Is there a specific stylebook you should use? How can you catch embarrassing errors before they're in print? How do you know if your copy is too technical for your readers? What can you do to motivate people to read every word? How do you cite sources correctly?

ACCOMPLISH YOUR WRITING OBJECTIVES WITH GREATER EASE

Technical writing is also a high-stakes project – one that allows you little margin for error. Fail to explain instructions clearly in a user's manual, and your readers will waste hours of time and effort. Draft an unconvincing proposal, and your department loses out on much needed equipment or extra staffing. Write a technical letter containing a grammatical blunder, and you damage your organization's credibility – and your own. Create a vaguely worded policy, and your organization is exposed to a lawsuit.

GIVE YOUR TECHNICAL WRITING SKILLS A MAJOR UPGRADE

Fortunately, now there's a fast, easy way to learn the how-to's of successful technical writing. *The Secrets of Successful Technical Writing* is a one-day writing clinic that provides you with the solid skills you need to handle any technical project with ease. Designed for busy professionals at all levels of writing experience, this workshop is a crash course in technical writing that is guaranteed to make you a better technical writer.

ADD TECHNICAL PRECISION TO EVERY WRITING PROJECT

With an expert instructor as your guide, you'll learn the tricks of the trade – proven strategies and techniques that professional technical writers use to

convey complex information in easy-to-understand terms. Through lively writing exercises and activities that will strengthen your skills fast, you'll discover how to transform jargon-filled data into crystal-clear, concise copy that gets the results you want!

KEEP PROJECTS ON DEADLINE BY CUTTING THE TIME YOU SPEND WRITING

Whether you write technical documents on occasion or full time, you know firsthand how enormously time-consuming technical writing can be. That's why we've packed this workshop with timesaving tips, tools, and shortcuts guaranteed to cut your writing time by at least 30 percent.

Just a sample of the timesavers you'll learn ...

- Outline your project with a quick planning method that will keep you focused and ahead of deadlines.
- Organize reams of material quickly.
- Get the words flowing fast with tips for preventing writer's block.
- Use standard formats and structures that help your words fall into place.
- Spot your errors in less time and with greater accuracy using editing shortcuts.

THIS IS AN IMPORTANT WORKSHOP FOR EVERY BUSINESS WRITER TO ATTEND

The Secrets of Successful Technical Writing offers you the rare opportunity to give your technical writing skills a substantial, measurable upgrade in just a day away from the office. Don't wait any longer to get the knowledge and expertise you need to write high-quality technical documents that get excellent results – and make you look good!

15 GUARANTEED BENEFITS OF ATTENDING *THE SECRETS OF TECHNICAL WRITING*

1. **Produce technical documents that present complex information clearly, concisely, and accurately.**
2. **Cut your writing time by at least 30 percent on every technical writing project.**
3. **Communicate effectively with charts, graphs, statistics, and graphics.**
4. **Get your message across effectively in letters, memos, and e-mails on technical subjects.**
5. **Create structures that will keep readers from being overwhelmed by too much technical information.**
6. **Know which questions you must be able to answer before you begin to ensure the success of your finished document.**
7. **Know how to assess your readers' technical literacy levels and match your writing style to them.**
8. **Simplify the research process with tips, tools, and resources you'll learn in this workshop.**
9. **Organize instructions and multi-step information in a logical, easy-to-follow manner.**
10. **Develop a direct, easy-to-understand writing style by slashing wordiness, buzzwords, jargon, and formal language.**
11. **Practice your writing skills in a relaxed, interactive learning environment.**
12. **Jump-start your writing process with proven techniques for eliminating writer's block.**
13. **Rid your writing of clichés and tired phrases that sound dated and unprofessional.**
14. **Proofread like a pro to spot factual errors that could potentially cause lawsuits or accidents – or cost you your job.**
15. **Enjoy the peace of mind that comes from knowing your finished technical document is clear, concise, and mistake-free.**

JUST BECAUSE TECHNICAL WRITING HAS TO BE PRECISE DOESN'T MEAN THAT LEARNING ABOUT IT HAS TO BE BORING!

Come expecting a highly interactive format – that means no boring lectures!

There will be no tedious grammar rules to memorize and no lists of outdated rules that typified highly formalized technical writing 30 years ago. Instead, you'll be in a relaxed, pressure-free learning environment where you'll gain solid technical writing skills – skills that will be reinforced by lively, fast-paced exercises and plenty of interaction with your peers.

Major Organizations Rely on National Seminars for Training Excellence!

Honeywell • U.S. Coast Guard • Goodyear Aerospace • Century 21 • Tektronix • Touche Ross • Johnson & Johnson • National Association of Realtors • U.S. Navy • Georgetown University Medical Center • Atlantic Richfield • American Bar Association • IBM • National Geographic Society • AT&T • Marriott • Texas Instruments • NASA • Hughes Aircraft • The World Bank • Digital Equipment Corp. • Hewlett-Packard • City of Los Angeles • Bank of America • Pacific Mutual Life Insurance • American Express • Transamerica Occidental Life Ins. • Pitney Bowes • Citicorp Real Estate Corp. • Anheuser-Busch • Great Western Financial Security • Monsanto • **And over 750,000 more!**

Make your technical documents clear, concise, and effective WITH THESE POWERFUL WRITING SKILLS

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

Here's what people are saying about *The Secrets of Successful Technical Writing* ...

"I forgot how important writing was to me until National Seminars reopened my eyes."

– D. Armstrong, Finance Coordinator, TracFone Wireless

"THIS CLASS IS ONE OF THE BEST I HAVE EVER ATTENDED."

– A. Sterling, Administrative Assistant, North Ridge Medical Center

"The instructor was motivating, pleasant, and extremely knowledgeable. It was time well spent!"

– S. Ross, Technical Writer & Trainer, National Elevator Industry

"I was very happy with the class. The time flew by, and I felt very satisfied with the materials presented."

– K. Kieffer, Sr. Pharmacy Tech CPhT, Pharmaceutical Specialties

"IT WAS EXCELLENT."

– A. Martin, Programmer, Fdot

TECHNICAL WRITING PROJECT STRATEGIES

- A quick overview of the challenges inherent in technical writing
- Define objectives for your project – and steps you'll take to ensure you achieve them
- Key questions you must answer before you write a word
- Assess your readers' technical literacy levels to know what you can and cannot expect from them
- How to determine content for your project
- Information gathering: research tips and shortcuts that will save time and effort

DEVELOP A WRITING STYLE THAT'S PRECISE AND EASY TO READ

- Why formalized technical-ese has given way to a more conversational, relaxed style
- How to avoid five common mistakes technical writers make that render their documents useless
- Active voice and other proven techniques for writing clearly and directly
- Keep it concise: slashing wordiness, clichés, and redundancies
- Examples of using statistics effectively rather than overwhelming the reader with numbers

WRITING-EFFICIENCY SECRETS AND SHORTCUTS

- Surefire tips for overcoming writer's block or writing anxiety
- Tips for cranking out that first draft fast so you can see what you've got to work with
- Secrets to cutting your writing time by at least 30 percent
- Rewrite, rewrite, rewrite! Steps for improving your first draft – and second and third

GRAMMAR, PUNCTUATION, ABBREVIATIONS AND MORE

- Frequently misused words in technical and business writing – and words that don't exist
- The Ten Commandments of Capitalization, plus computer terms with correct capitalization
- Cures for "comma-itis" and other punctuation ailments
- Common misuse of numbers and how to avoid such confusion
- How to attribute information correctly using quotes

USING FORMAT AND STATISTICS TO MAKE YOUR DOCUMENT USER-FRIENDLY

- Structures and formats proven to enhance readability and understanding
- Pointers for creating headlines, titles, and subheads that draw your readers in
- How to use charts, graphs, and tables to communicate volumes
- Graphics and illustrations: recognizing when to use them and when to pass

GUIDELINES FOR SPECIFIC TECHNICAL WRITING PROJECTS

- A checklist for technical letters and e-mails that ensures you've covered all the bases
- A simple structure for a standout report
- Is it comprehensive enough? A handy policy and procedure checklist that helps you make sure
- Crucial ingredients of a persuasive proposal
- How to write requests that motivate your reader to act favorably – and respond quickly!

- Essential elements of user-friendly manuals and users' guides
- Techniques for writing instructions that cannot be misunderstood

EDITING AND PROOFREADING TECHNIQUES THAT ENSURE LETTER-PERFECT ACCURACY

- Editing "musts" for technical writing that are clear, concise, and precise
- Fact-checking techniques that help guarantee 100 percent technical accuracy
- Expert editors' tricks for spotting their own mistakes
- The importance of getting a well-qualified "second set of eyes" to proofread your document
- Final read-through: an editing and proofing checklist that leaves nothing to chance

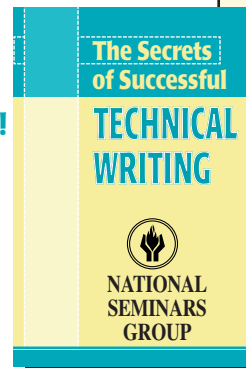
WORKSHOP BONUS!

TECHNICAL WRITING GUIDE BECOMES YOUR HANDY DESKTOP REFERENCE!

This workshop includes a major bonus: a technical writing workbook that becomes an invaluable desktop reference!

This user-friendly guide covers all the technical writing skills you'll learn in this intensive workshop, plus examples of standard formats for a variety of technical documents, from letters to abstracts to RFPs and more. It will also include business grammar and usage 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 technical writing 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 whenever you prepare to write technical documents.



**Can't come to us?
LET US COME TO YOU AND
TRAIN YOUR GROUP!**

Think for a moment about the number of people in your organization who write documents that must be letter-perfect – from technical letters and e-mails to policy handbooks to proposals to users' manuals. Now imagine how much more professional and effective these documents would be if every employee who writes them received this intensive training!

We can bring *The Secrets of Successful Technical Writing* workshop to your organization at a time and place that are most convenient for you. Not only will we provide the same comprehensive instruction you'd receive in our workshop, but we'll also tailor it to meet your organization's unique needs. We can train a team, a department, or even your entire company.

Call the **Business Training and Development Services** department at 1-800-344-4613 for more information on customized group training or visit our Web site at www.NationalSeminarsTraining.com.

**Technically Speaking, This Workshop Is
100% GUARANTEED!**

There's nothing technical or complex about our money-back guarantee at National Seminars Group.

In fact, it's as straightforward as a guarantee gets: If you're unhappy with the training you receive, we'll refund your entire enrollment fee. Period.

We offer our 100-percent money-back guarantee to make it clear that you have nothing to lose – and everything to gain – when you choose National Seminars Group as your partner in career training. You won't be disappointed, we GUARANTEE it!

Here are two more days of essential training ...

Fundamentals of Effective Project Management



It's one of the toughest jobs out there!

Smart professionals understand that effective project management requires discipline and myriad rock-solid skills. You've got to be an expert in planning, prioritizing, scheduling, budgeting, negotiating, organizing, controlling costs, handling change ... not to mention recruiting, motivating, coaching, and refereeing the project team.

Learn the most up-to-date project management tips and techniques!

- Discover how to create a thorough project plan that'll give you specific direction on how to keep the project moving forward.
- Master proven methods for staying focused on project priorities ... and handle project setbacks like a pro.
- Unlock the secrets of PERT, CPM and Gantt and put these powerful scheduling and planning tools to work right away.
- Develop a reputation as a "closer" in your organization ... one who gets the job done ... on time and on target.
- Master organization and management techniques that keep you "in control" throughout your project.
- Build creative and productive project teams dedicated to seeing the project through to the finish.

This workshop is packed with the cutting-edge tools, techniques, and know-how you need to tackle even the most complex projects with confidence and incredible success!

See page 7 for enrollment information!

FROM OUR RESOURCE CENTER ...

Write With More Impact, Accuracy, and Clarity Starting Today!

Communication is one of the most important tools to success! We simply cannot afford to miscommunicate. It costs time and money and creates stress. And technical writing is one of the more difficult tasks a writer faces – taking large sums of information (complicated information) and making it user-friendly. That is exactly what this collection is designed to help you do – take large bodies of complicated information and communicate it to your audience with clarity, accuracy, and impact!

Technical Writing Collection includes the following books:

Technical Writing in the Corporate World • Franklin Covey Style Guide • Powerful Proofreading Skills • Copy Editing • Fat-Free Writing

Item No. PMT0309 ... **Your price: \$115**

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



Satisfaction 100% Guaranteed!

To Enroll ...



Register online at www.NationalSeminarsTraining.com



or call toll-free 1-800-258-7246



or 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.

CEU: 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.

CNE: Rockhurst University Continuing Education Center, Inc. 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 Fees:

2. Check All Workshops You Wish to Attend ...

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

	*Technical Writing 1 Day	Effective Project Mgmt. 2 Days
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 **Technical Writing Collection** (Item No. PMT0309) at \$115 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 _____
City _____ State _____ ZIP _____
Approving Supervisor: Mr./Ms. _____
Title _____
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 RUCCEC 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 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 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

*The **Technical Writing** workshop is not available in all areas. Please refer to the workshop schedule above to check availability in your area.



NATIONAL SEMINARS GROUP

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Time-Sensitive Material

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