

Gain smart tools and easy-to-use techniques that'll transform your writing from so-so to sensational!



Business
WRITING
and
GRAMMAR
Skills

A Comprehensive
Two-Day
Workshop

- Write faster and better – GUARANTEED
- Eliminate costly, embarrassing mistakes
- Build your credibility and get great results
- Add more clarity and power to all your business documents
- Get hands-on practice honing your unique writing style
- Take the hassle and frustration out of writing
- Train in a relaxed, interactive workshop where learning is FUN!

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



Get unlimited seminars for one low price! See Page 5.

80% of U.S. businesses surveyed cited written communication as their employees' biggest skill problem.

– The Wall Street Journal

Are You One of the Many Professionals Who Absolutely HATE to Write?

- Do you spend hours agonizing over the wording of your letters, memos and reports?
- Do you worry you're going to make grammatical mistakes that'll tarnish your image?
- Do you find that getting started writing is often downright frustrating?
- Do you wish your writing could be more compelling?
- Do you know your writing could be crisper and more concise?
- Do you realize that writing is an essential business skill – one that can fuel your ongoing career success?

Did you find yourself saying "YES" to many of these questions? If so, isn't it time you did something to improve your writing and grammar skills? There's no better time or place than at the **Business Writing and Grammar Skills** workshop!

80% – EEEEK! The number is staggering. But, while many professionals' writing skills aren't up-to-speed, the need for solid written communication is stronger than ever. In fact, 98% of top executives say that effective business writing is the skill most needed for professional recognition and success!

Let's face it: Exceptional writing skills are the mark of exceptional professionals. So, if you want to stand out from the crowd, attending this seminar is a surefire way to boost your skills fast!

You'll learn how to take the aggravation and frustration out of writing!

Writing may not come naturally for you, but there are tips and techniques to get words flowing freely with a lot less effort and aggravation. Think of it: No more struggling over what to say and how to say it! We'll teach you how to organize your ideas and get words down on paper quickly. Not only will you find it easier to write, you'll also cut your writing time by 30-40%!

You'll become a more powerful, compelling communicator ...

Have you ever read a business letter where the message was as clear as mud? (Or, worse, have you ever written one?) The true mark of strong business writing is that it gets the results you want. Clear, concise, compelling writing is key to achieving your aim. When you attend this workshop, we'll help you develop a powerful writing style sure to get the results you want!

You'll eliminate embarrassing mistakes ...

How many times have you uncovered a glaring grammar or style error AFTER it was too late to correct? Mistakes not only tarnish your reputation, they also reflect poorly on your organization. And, the truth is, most mistakes can be avoided by knowing a mere handful of easy-to-remember grammar and usage rules – rules you'll master at this workshop.

And, you'll learn in a fast-paced, interactive, FUN environment!

If you still have nightmares about diagramming sentences on the blackboard in freshman English, you can relax. While this workshop is intensive and thorough, it's tailored for busy business professionals who have real-world needs. Our two-day format allows you time to practice – and thus reinforce – what you've learned. Plus, your expert trainer is a pro at creating a relaxed, energizing learning environment that enhances how much you retain and makes learning fun!

So, what are you waiting for?

Business Writing and Grammar Skills offers you the rare opportunity to upgrade your writing skills and add professional polish to every piece of written communication you create from now on. Why wait another minute to transform your words from so-so to sensational?

10 Key Ways Your Writing – and YOU – Will Benefit From This Workshop

1. Make readers sit up and take notice with attention-grabbing words and phrases.
2. Present even the most complex material in easy-to-understand language.
3. Stop staring at a blank screen or sheet of paper – overcome writer's block once and for all!
4. Communicate clearly and powerfully, every time you put words on paper.
5. Eliminate embarrassing grammar errors from your writing.
6. Keep your readers from snoozing by slashing wordiness and ditching dull, repetitive language.
7. Sell your ideas, products or services effortlessly, using amazingly easy techniques.
8. Drive your message home and get the results you need.
9. Write with confidence, assured your letters and memos are on-target and error-free.
10. Eliminate tired, out-of-date words and jargon and boost your effectiveness immediately!

Plus, 5 more terrific benefits ... just for you!

1. Your credibility within your organization will skyrocket.
2. You'll never again suffer the embarrassment of a coworker catching a grammar error after it's too late to correct.
3. You'll become a more persuasive, influential communicator ... your personal clout will soar!
4. You'll have fewer headaches and hassles in your life as writing becomes a breeze instead of a chore.
5. You'll free up tons of quality time you can spend any way you want!

Your Money-Back Guarantee

At National Seminars Training, we've built our reputation as one of the world's top career trainers using a simple principle: You must be completely satisfied or we'll refund your money. Period.

We guarantee that the solid skills you'll gain during **Business Writing and Grammar Skills** will increase the effectiveness of your business communications, shorten your writing time and add professional polish to every document you produce. You'll receive all this and more in your two energizing days with us – GUARANTEED!

You'll say good-bye to common business writing errors like these:

1. WORDINESS waters down your message and confuses your readers.

Wordy: We want to call your attention to the fact that quite a lot of our customers have expressed their unhappiness to us about the decrease in the level of quality of the kind of paper you've switched to in the manufacture of your product.

Concise: Many customers are unhappy with the lower quality paper you're now using in your product.

2. NEGATIVE WORDS and phrases push your readers' "hot buttons" and usually earn a negative response.

Negative: There's absolutely no way our understaffed and overworked department can meet the impossible deadline you've set for this project.

Positive: We'll need to extend the project deadline for our department.

3. MISPLACED CLAUSES can lead to confusing or ridiculous sentences.

Misplaced: During the annual meeting, employees cheered as the company flag was raised up the new flagpole, followed by the chairman of the board giving his speech.

Correct: The chairman of the board spoke at the annual meeting after employees cheered as the company flag was raised on the new flagpole.

4. SUBJECT-VERB AGREEMENT is a common problem in business writing.

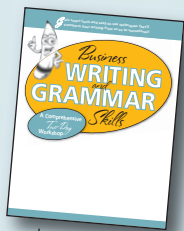
Non-agreement: Our central office complex and nearby residences was badly damaged in last month's flood.

Correct: Our central office complex and nearby residences were badly damaged in last month's flood.

Writing is a process, and the process is the same regardless of what you write.

In this skill-packed workshop, we'll take you step-by-step through each aspect of the writing process giving you smart tools and easy-to-use techniques that'll transform your writing from so-so to SENSATIONAL!

WORKSHOP BONUS:
Your Grammar and Proofreading Workbook 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.

Satisfied Customers Say It Best ...

"This program gave me the tools necessary to improve my ... business communication – the speaker took a boring subject and made it humorous and easy to understand. Thanks!"

– Brenda Vincent, Secretary, Magma Copper

"It was one of the most enjoyable and informative training sessions I've ever attended."

– Paul D. Robbins, Manager, Distribution Operations, USPS

"It's unfortunate this program isn't mandatory for everyone entering the workforce!"

– Deanna Larson, Medical Management Consultant, GAB Business Services, Inc.

"The best seminar I have attended – by far!"

– Sylvia Rossett, Marketing Specialist, SACU

Why a Two-Day Workshop?

Intensive 2-Day Workshop

Business Writing and Grammar Skills is a comprehensive refresher program that delivers the essential business writing and grammar skills today's professionals must have to succeed.

Our two-day format allows you time to practice – and thereby reinforce – what you've learned so that those powerful skills become second nature every time you put words on paper. In addition, your expert trainer will serve as your writing coach, providing ideas and solutions to problems that have had you stumped for too long.

Express yourself clearly and professionally with these powerful writing skills

Program hours: 9 a.m. to 4 p.m. on Day 1 and Day 2 • Registration begins at 8:30 a.m. on Day 1

Where to Begin? Tips for Getting Started Writing – Quickly

- Simple ways to plan what you write
- The secret to cutting your writing time by 30-40%
- Key questions to answer before you begin writing
- A systematic way to organize your thoughts and information
- Surefire tips for overcoming writing anxiety

Basics of Solid Business Writing

- Why a casual tone is key to today's business communication
- How to present details and explanations clearly and simply
- Strategies for avoiding wordiness and eliminating stiff, formal language
- Why being concise is imperative to getting results in today's workplace

Writing Letters, Memos and Reports That Get Results!

- How – and why – the pros get chummy with their readers in memos and letters
- Capitalize on your personal style to make your writing more interesting – and more effective
- Tips for eliminating monotony in long reports and complex proposals
- A proven way to guarantee your memos get read – even if you're not the boss
- Avoiding the most commonly made errors in letters and memos

Smart Tips for Sparking Your Readers' Interest

- Reader friendliness: How to keep the focus on "you"
- Proven techniques used by professional writers to stimulate reader interest
- "Grab 'Em" openers that are sure to get noticed

- Tips for creating sharp images that linger in the reader's mind
- Why using tired clichés could brand you as "out of touch"

How to Influence, Persuade and Sell Your Bright Ideas!

- Mastering the 7 C's of convincing business writing
- How to be more persuasive when you expect resistance from your readers
- Smart tips that will add punch to every paragraph
- Success strategies for selling anything – products, ideas, services, even yourself!
- Communicate with passion and enthusiasm: How to rev things up with active verbs

Keys to Conveying Credibility and Professionalism

- How to align your writing with the image your organization wants to project
- The pros and cons of using computerized spelling and grammar checkers
- Are you clinging to "old" business writing ideas?
- Understanding the "look" and "sound" of professional business writing

Mastering the Rewriting Process: Your Key to Exceptional Business Writing

- Why your first draft should never be your last draft
- A simple technique that will make your writing more readable
- How to trim the fat from all your business documents
- Editing "musts" for concise, clear writing
- Wake up your readers by slashing adjectives and stamping out unnecessary adverbs
- How to "hear" what you write

Practical Solutions to Real-World Writing Challenges

- How to write "no" letters with a "yes" sound
- Writing complaint letters that get immediate action
- Kid-glove techniques for responding to complaints with relationship-rebuilding success
- How to make written requests that get favorable replies
- Writing for special situations

Gender, Age and Culture Sensitivity: Using Care in Business Writing

- We've come a long way since "Dear Gentlemen"
- Non-sexist alternatives guaranteed to help you steer clear of offensive language
- Solutions to gender-based pronoun problems
- What to do about courtesy titles

Using Correct Grammar for Powerful Writing

- How misplaced modifiers can wreak havoc with your meaning
- A simple way to make sure subjects and verbs agree
- "Is it HE at the door?" Or, "Is it HIM at the door?" Secrets to choosing the right pronoun
- The most misused words in business and the words that don't exist
- The "10 Commandments of Capitalization" every business writer must know
- How to spot look-alike words
- FREE! Take home a handy desktop reference that you'll use again and again

Easy Punctuation Guidelines

- Avoid "comma-itis" by knowing when a comma is essential
- Apostrophe: Using the minimark that keeps your meaning clear
- A rule for using punctuation with quotation marks

Proofread Like a Pro to Keep Errors From Slipping Through

- Are you proofreading or editing? Why it's important to know the difference
- Expert editors' tricks for spotting their own mistakes
- The words most often misused in business communication
- Proven shortcuts that will ensure your documents are error-free

WORKSHOP EXCLUSIVE

Has a writing or grammar problem got you stumped?

Is there an issue or grammar rule that you've always wanted explained? Just bring your unique challenges to the workshop and receive personalized instruction from your workshop leader.

THIS IS ONE OF OUR MOST POPULAR ON-SITE SEMINARS

Enterprise Learning Solutions

What do writing and grammar mistakes say about your organization? That it's inefficient ... careless with details ... unprofessional?

The words your employees write are your company's ambassadors. They build trust in your services or they destroy your credibility. If you don't have time to double-check every single letter, e-mail, and proposal your team writes, **bring this seminar on-site!**

This is one of our most popular on-site seminars – requested by hundreds of organizations in the U.S. and Canada that know writing errors are not only embarrassing, they can ruin their companies' images and, ultimately, cripple the bottom line.

We can come to you! When and where it's convenient for you, we'll deliver a fun, non-threatening customized program that will address your team's specific writing and grammar challenges so they will catch mistakes before it's too late!

Call 1-800-344-4613. E-mail us at onsite@ruceci.com. Or visit us at www.NationalSeminarsTraining.com.

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- L. Steadford, Houston, TX

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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 Training
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 full credit toward a future enrollment. For cancellations made 5 or more business days before the event, you may request a refund less a \$10 enrollment fee. For enrollments made in conjunction with a STAR12 purchase, STAR12 cancellation rules apply – visit the Information Center at www.NationalSeminarsTraining.com.
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

REGISTRATION FORM

1. Enrollment Fees

Workshop fee per person: \$299

Group Discount: When 3 enroll from your organization, a 4th attends FREE. Group discounts apply to seminar registrations only, and cannot be used for STAR12 passes.

2. Names of Attendees (Please Print)

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

1. Mr./Ms. _____ Title _____
E-Mail Address _____
City/Event #: _____
2. Mr./Ms. _____ Title _____
E-Mail Address _____
City/Event #: _____
3. Mr./Ms. _____ Title _____
E-Mail Address _____
City/Event #: _____
4. Mr./Ms. _____ Title _____
E-Mail Address _____
City/Event #: _____

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 _____

Sign here _____

**This fax number will be used to send confirmation of your registration as well as to notify you and your organization of upcoming events in your area and provide you and your organization with special discount offers. By signing, you and your organization are giving permission for RUCCEC to use your fax number for these purposes.

4. Method of Payment

- If you have registered by phone, please record your confirmation number here:

- Check payable to National Seminars Training 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)

5. 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, WV and CT 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 a.m. to 4 p.m. • Registration begins at 8:30 a.m.

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