



# Business Writing

## Course Description

In this workshop, you will learn practical and useful techniques to organize information clearly and logically, write persuasively, and present a professional image of yourself and your organization.

## Outcomes:

- Proof your writing and grammar to avoid any embarrassing negative judgments
- Structure and outline ideas intelligently and professionally
- Avoid pitfalls of email & use it purposefully to generate the desired action from readers
- Learn and practice a writing style conducive to persuade and influence a business audience

## Module 1: Action Writing

### Avoid Embarrassment: Error Proof your Writing

- Common Errors & Confused Word Pairs

### Special Email Considerations

- Best Practices & When Not to Use Email
- Subject Lines

### Break Writer's Block with Mind Maps

## Module 2: Write to Persuade and Influence

### Communicate Feeling Through Writing

- Humorous and Emotional Content
- Checking For the Right Tone

### Discover and Communicate the Point

- Goal-Oriented Writing
- Establishing the Goal
- Bottom-lining the Message

### Write Fast & Sound Professional

### Analyze Audience and Context

### Six Steps to Persuasive Writing