

**Business Writing**

**Course Number:** WRTG-100
**Duration:** 1 day

**Overview**

This Business Writing training course teaches professionals how to write organized, effective, and efficient professional communications. Attendees learn how to connect with and influence others effectively using focused, well-written business correspondence.

**Prerequisites**

There are no prerequisites for this Writing training.

**Materials**

All students receive comprehensive courseware.

**Software Needed on Each Student PC**

Students must have an Internet connection and a modern browser.

**Objectives**

* Analyze purpose, scope, and audience before writing
* Write coherent, unified paragraphs
* Use appropriate tone and strong verbs
* Apply parallel sentence construction
* Correct confusing shifts and run-on sentences
* Use precise language for clarity and brevity
* Find and fix common grammatical errors

**Outline**

* Introduction
* Planning, Generating Content, and Organizing
	+ Course introduction
	+ Analyzing your purpose, scope, and audience
	+ Overcoming writer’s block: generating content
	+ The three-step writing process
	+ Organizing before writing: Outlining
	+ Organizing after writing: Reverse Outlining
* Creating Logical Paragraphs
	+ Patterns of paragraph development
	+ The importance of opening paragraphs
	+ Writing coherent, unified paragraphs
	+ Using list format
* Writing Effective Sentences Part 1
	+ Using strong verbs
	+ Using active voice
	+ Using the appropriate tone
	+ Parallelism
* Writing Effective Sentences Part 2
	+ Correcting unclear modifiers
	+ Correcting confusing shifts
	+ Adjusting emphasis through coordination and subordination
	+ Unpacking the too-full sentence
* Conciseness and Clarity
	+ Eliminating wordiness
	+ Using precise language
	+ Fixing fuzzy pronoun reference
	+ Diagnostic clinic/custom exercises
* Proofreading for the 20 Most Common Grammar Errors
	+ Proofreading for the 20 most common punctuation errors
	+ Diagnostic clinic/custom exercises
* Conclusion