

## Department of Corporate Training

### Professional Business Writing

This seminar is designed to improve your business writing skills to better meet the needs of your customers, prospects and internal clients. Whether you're a seasoned professional or just starting out, the seminar offers an up-to-date look at what's happening in the world of business correspondence. You'll get new ideas on improving the organization of your letters, memos, and e-mail, and learn how to better tailor your correspondence to your reader.

You'll be guided through the process by a 120-page "how-to" resource manual that includes easy to-follow outlines of basic business letters and memos. You'll be asked to bring samples of your own writing to help provide a practical approach that centers on your needs. (Names will be deleted to ensure anonymity.) And you'll write several letters during class and receive critique from your instructors.

**Seats are limited so register today! Advance registration and payment is required.**

#### *Learning Outcome:*

- *Analyze your audience*
- *Organize your message to meet the needs of your reader*
- *Write high-impact e-mail*
- *Reduce the time it takes to write your opening paragraph*
- *Write good news and bad news messages*
- *Write in a humanistic way, using a positive approach*
- *Edit for clarity, brevity and understanding*

#### *Professional Business Writing*

***Session Time: Either one full day or two half days sessions.***

***Participant Limit: Up to 20 participants***

***Please Call for Dates and Cost.***

#### **NOTICE OF NON-DISCRIMINATION**

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The College's Equity Officer/ADA and Title IX Coordinator is:

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