

Department of Corporate Training

Professional Business Writing Communication and email etiquette

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.

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.

Florida SouthWestern State College is committed to providing an educational and working environment free from discrimination and harassment. All programs, activities, employment and facilities of Florida SouthWestern State College are available to all on a non-discriminatory basis, without regard to race, sex, age, color, religion, national origin, ethnicity, disability, sexual orientation, marital status, genetic information or veteran's status. The College is an equal access/equal opportunity institution. Questions pertaining to educational equity, equal access or equal opportunity should be addressed to Title IX/Equity Officer, Florida SouthWestern State College, 8099 College Parkway, Fort Myers, FL 33919, (239) 489-9305