Business Writing for Results

Description: This webinar covers the two pillars of work-related writing: the product (quality) and the process (efficiency). Writers of any business writing discipline and at any experience level will benefit from the practical strategies, techniques, and tips of this webinar designed to guide them through the writing process. It works through the phases of planning to dissolve writer's block and establish purpose; drafting to promote efficiency; revising for completeness and structure; editing for clear, concise, and consistent expression; and proofreading for overlooked errors in grammar, diction, and mechanics.

Why should you attend: This webinar includes the following learning points

- Jumpstart the Writing Process with an Efficient Method.
- Draft Messages Prolifically to Enhance Productivity
- Revise for Focused Paragraphs and Solid Structure
- Edit Sentences for Clarity through Active Voice
- Apply the Principles of Conciseness to get to the Point
- Maintain a Consistent Message through Parallel Structure
- Remedy the most Prevalent Syntax and Diction Errors that Compromise Quality

Areas Covered in the Session:

- Use the Writing Process to Compose Efficiently.
- Determine the Most Important Qualities of Effective Writing.
- Organize Ideas for a Solid Structure.
- Express Information with a Focused, Powerful Style

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