



WRITE RIGHT FOR POSITIVE RESULTS!

Best Practices Guide to Writing One-Page Business Letters, Memos, and Reports

1:30pm to 4:45pm, Tuesday & Wednesday, July 18 & 19, 2023 via ZOOM

Method:

- Geared toward middle-to top-level executives, professionals, and managers
- Emphasis on bottom line guidelines for writing & communication
- Interactive discussions
- Global best practice samples and analysis (right & wrong, do's and don'ts)
- Selected exercises & immediate feedback
- Tangential coverage of English usage

Course Flow:

Morning Session

What Is a Business Letter, Memo, Report, and Business Proposal

The Golden Rule of Business Writing

The 10 Commandments of Business Writing

S.P.A.C.E. for L.O.V.E (Two Top Tips)

A Perspective on Various Kinds of Professional Writing

Bottom Lines for Business (i.e. Practical) Writing

Different Kinds of Messages

The Best Policy: Clarity & Integrity in Writing

Pope and Readability: The Concise K.I.S.S. (Variations of KISSing)

Quick Tips & Exceptions

Sample Verbose Writing & Feedback

The Bilateral Click: The Direct K.I.S.S. (Directness to the Point in Writing)

The Paragraph Revisited

A Practical Paragraph-Writing Formula

Legal Sample: Case Decision as the Conclusion

Business Sample: Bottom Line on Top

Business Correspondence Formulas

for the One-Page Direct Message (Three's Not a Crowd!)

Routine Sparklers for One-Page Neutral Messages

The Three-Paragraph Maximum

Three Options for the Presenting Details:

Paragraph, List, Matrix

KISSES to ABC: Tone in Writing

Dunkin' Work and Gibran: Positive Messages

Word Choice

Words Have Energy

Options: The Objective Tone in Reports,
the Sparkling Tone in Persuasive Proposals

Readership Concerns: The Right Tone for the Boss, the Client, Etc

**Afternoon
Session**

Not So Fast, Speedy: The Difficult Message and
How to Write It Effectively

B.E.A.R the Burden of Bad News (No Messages, Delays, Declining)

Hold Them D.E.A.R. for Demand Messages
(including Disciplinary Memos)

Bring Them A.F.A.R. for Conciliation Messages

Soft-Sell A.I.D.A. for Persuasive Proposals

The Long Report

The Big Picture: The Main Parts of Any Extensive Write-Up

Long Reports: Data Presentation & Analysis, Conclusions &
Recommendations

Short Ones: Bottom Line Clarity

Spicy Corporate Write-Ups: Style and Tone

Word Pictures for Features

Tabloids To Go for the Corporate Newsletter

Other Kinds of Writing

Free-Wheeling Discussion

Individual Writing Needs Addressed

Of Speed and Secrets for Successful Writing (Outlaw a Law!)

Rewriting, Writing, Reading

Flaming & Threading in the Email: Some Reminders

Avoiding and Managing Flaming in Cyberspace

Threads, Adjusting Subjects, and Other Concerns

Recap of Key Learning Items

The Written Channel in Review (cf. the Spoken Channel)

Writing to Enhance Relationships

The Golden Rule of Business Writing

The 10 Commandments of Business Writing

Integration & Action Steps: Tips for Cascading

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