Effective Business Writing & Grammar Essentials

Length: 1 Day

Summary: You will organize and write effective business documents.

Upon successful completion of this course, students will be able to:
- Write clear and concise email and instant messages that are appropriate to their company's business culture
- Write effective business communications
- Organize and write a business proposal, complete with visuals, and an executive summary that employ effective strategies of persuasion.

COURSE CONTENT

1: IDENTIFYING NOUNS, PRONOUNS, AND VERBS
- Identify Nouns
- Identify Pronouns
- Identify Verbs

2: IDENTIFYING ADJECTIVES AND ADVERBS
- Use Adjectives
- Use Adverbs

3: IDENTIFYING PREPOSITIONS, CONJUNCTIONS & INTERJECTIONS
- Use Prepositions
- Use Conjunctions
- Use Interjections

4: IDENTIFYING RULES
- Monitor Sentences
- Monitor Modifiers
- Avoid Common Errors

5: IDENTIFYING CORRECT PUNCTUATION
- Use Parentheses Correctly
- Use Commas, Semicolons, and Quotation Marks
- Use Numbers, Symbols, and Capitalization Correctly

6: IDENTIFYING SENTENCE FRAGMENTS, RUN-ONS & COMMA SPLICES
- Identify Sentence Fragments
- Identify Run-ons, Comma Splices, and Solutions

7: IMPROVING WORD CHOICES
- Identify Commonly Misused Words
- Identify Synonyms, Antonyms, and Homonyms

8: BUILDING EFFECTIVE SENTENCES
- Identify the Goal
- Consider the Audience
- Consider the Context

9: EDITING EFFECTIVELY
- Use Correct Spelling
- Achieve Clarity

10: AVOIDING HYPERCORRECTIONS
- Avoid Hypercorrections
- Achieve Simplicity

11: WRITING EMAIL AND OTHER ELECTRONIC COMMUNICATION
- Organize Your Materials
- Write an Email
- Write Instant Messages

12: WRITING EFFECTIVE BUSINESS COMMUNICATION
- Analyze Your Audience
- Write an Internal Announcement
- Write an Email Responding to Routine Requests
- Write an Email to Respond Positively to Customer Complaints
- Write Bad-News Messages

13: WRITING A BUSINESS LETTER
- Write a Business Letter
- Write a Thank-You Letter

14: WRITING BUSINESS PROPOSALS
- Persuade Your Audience
- Write an Executive Summary
- Use Visuals