

Effective Business Writing & Grammar Essentials

Length: 2 Days

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: WRITING EMAIL AND OTHER ELECTRONIC COMMUNICATION

- Organize Your Materials
- Write an Email
- Write Instant Messages

2: 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

3: WRITING A BUSINESS LETTER

- Write a Business Letter
- Write a Thank-You Letter

4: WRITING BUSINESS PROPOSALS

- Persuade Your Audience
- Write an Executive Summary
- Use Visuals

5: IDENTIFYING NOUNS, PRONOUNS, AND VERBS

- Identify Nouns
- Identify Pronouns
- Identify Verbs

6: IDENTIFYING ADJECTIVES AND ADVERBS

- Use Adjectives
- Use Adverbs

7: IDENTIFYING PREPOSITIONS, CONJUNCTIONS & INTERJECTIONS

- Use Prepositions
- Use Conjunctions
- Use Interjections

8: IDENTIFYING RULES

- Monitor Sentences
- Monitor Modifiers
- Avoid Common Errors

9: IDENTIFYING CORRECT PUNCTUATION

- Use Parentheses Correctly
- Use Commas, Semicolons, and Quotation Marks
- Use Numbers, Symbols, and Capitalization Correctly

10: IDENTIFYING SENTENCE FRAGMENTS, RUN-ONS & COMMA SPLICES

- Identify Sentence Fragments
- Identify Run-ons, Comma Splices, and Solutions

11: IMPROVING WORD CHOICES

- Identify Commonly Misused Words
- Identify Synonyms, Antonyms, and Homonyms

12: BUILDING EFFECTIVE SENTENCES

- Identify the Goal
- Consider the Audience
- Consider the Context

13: EDITING EFFECTIVELY

- Use Correct Spelling
- Achieve Clarity

14: AVOIDING HYPERCORRECTIONS

- Avoid Hypercorrections
- Achieve Simplicity