

Effective Business Writing

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
- Write letters that are clear, precise, and appropriate to your audience
- 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