

# Better Business Communications Series

## Professional Business Writing Made Easy

...write better documents that get better results

### Why take this workshop?

Good communication skills directly link to personal success and to the success of your organization. A communicator's words need to effectively inform or promote action. In addition, written words represent a person when he or she is not there. So it is crucial that written words create the best possible impression in the minds of readers.



Most people try to apply what they learned in English classes to their business writing. But there are important differences between effective business writing and other kinds of writing. Often, good business writing breaks many of the rules taught in English classes.

Anyone who writes business documents (emails, memos, letters, proposals, reports, policies, forms, sales literature, etc.) and wants to write better and faster, should take this business writing workshop.

### What will participants gain from this workshop?

Participants in the **Professional Business Writing Made Easy** workshop will be guided to:

- learn the Six Keys of Effective Business Writing
- determine which writing skills most need improvement
- break writer's block
- grab and keep readers' attention
- visualize beyond just the words
- make ideas stand out and stick in readers' minds
- show engaging personality
- apply techniques that improve any business document

### How is the workshop conducted?

**Professional Business Writing Made Easy** is a hands-on, interactive workshop where participants learn by doing. This is a one-day workshop, and each workshop is limited to 15 participants.

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### Where are the workshops offered?

The Miller Campus of Salt Lake Community College, in the computer lab. Workshops can also be customized for your organization and conducted at your location. For more information, call Susana Chaffos at 957-3457.

### How do I enroll?

Fill out the form at [www.slcc.edu/mbrc/calendarofevents.asp](http://www.slcc.edu/mbrc/calendarofevents.asp) or contact Student Services at 957-5200.

### How much does it cost?

Tuition for **Professional Business Writing made easy** workshops is \$119.00. Volume discounts and funding partnerships may be available. For more information on discounts and partnerships call, Susana Chaffos at 957-3457.

### Who teaches this workshop?

**Write more Fluently** workshops are led by Greg Larson who has taught business writing skills to hundreds of individuals from dozens of companies. Greg is an internationally published writer and teaches Business Communication at Salt Lake Community College and Neumont University.

