

Introduction

Good writing skills are essential for career success in many jobs. Are yours holding you back? This workshop is designed to dramatically improve your business writing by showing you how to communicate faster and more effectively using plain English.

Who is the workshop for?

This workshop is for you if you write reports, design documents, manuals, white papers, journal articles, or routine letters and memos, and want to get your message across quickly and clearly. If you're already a good writer, the workshop will sharpen your skills and give you valuable insights into your writing style. And you'll get a quick refresher on some of the important rules of grammar, punctuation, and usage that often cause problems for writers.

What does the workshop cover?

In this workshop you'll learn:

- what plain English is and why it's the best style for business writing

- why writing styleguides are important and the best ones to buy
- important steps in planning what you're going to write
- the things you want to know about your readers
- how to brainstorm ideas
- ways to organize your document
- strategies for writing faster and better
- ways to present information graphically
- how to write simple but powerful sentences
- the importance of choosing everyday words
- 20 rules of plain English
- where to put commas and other tricky punctuation
- how to design pages that stand out and are easy to read

In the Appendix, you'll find suggested answers to the exercises and a short business writing styleguide. You'll also find the *Dictionary of Plain English*, which lists overblown words, clichés, and overly formal phrases and their plain English equivalents.