

BETTER BUSINESS WRITING—Kirkland

A one-day workshop
Kirkland, Washington
(near Seattle)

August 24, 2006

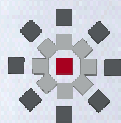
Enhance your skills

Bring a writing project
to class—get your job
done while trying new
tools, techniques, and
strategies

We have valued your writing workshops and coaching for many years. That's because we have seen measurable results: employees write better after working with you. The checklists, exercises, feedback, and ongoing updates make your sessions relevant and effective.

Gary Ford
Training and Development Manager
Nintendo

SYNTAX TRAINING
Tools for Better Business Writing



Would better writing
methods help you be
even more effective?

Increase your skill, confidence, and job effectiveness!

Through lively exercises, writing practice, and feedback, learn to:

- Understand what your readers need from you and how to provide it.
- Communicate with varied audiences, from senior executives to senior citizens, technical experts to beginners, local to global.
- Get your point across clearly, even to fast-moving readers.
- Work faster, even on one-of-a-kind assignments.
- Send email that's quick yet professional.

DATE **Thursday, August 24, 2006**
9 a.m. to 5 p.m.
Continental breakfast at 8:30 a.m.

PLACE **Kirkland, Washington**, at
Yarrow Bay Office Park, off
SR 520. Free parking, convenient to
Seattle, lovely green surroundings.

TARGET AUDIENCE Employees and managers who want
to write and edit better and faster.
Both native English and ESL
speakers and writers. **Class is
limited to 12**, for efficient,
individualized learning.

TRAINING PROVIDER **Syntax Training**
<http://www.syntaxtraining.com>

ACTION REQUESTED **To register or learn more**, phone
Michael Johnston at 206-782-8410 or
email michaelj@syntaxtraining.com.

SKILL DEVELOPMENT

- Recognize effective and ineffective writing in case studies and examples.
- Get organized using 7 Planning Questions.
- Edit efficiently using a 12-Point Editing Checklist.
- Write your choice of documents: reports, requests, “no” messages, procedures, announcements, etc.
- Get feedback, including written comments from the instructor.
- Test your knowledge of the rules of grammar and punctuation, and get answers to all your questions.
- Receive 10 follow-up skill reinforcers on Better Business Writing.

Because business writing is an area that has usually earned me kudos, I was very surprised at how much I benefited from your Better Business Writing course. In my first exercise, I was able to write something in 20 minutes that would have taken me hours or days. And I felt much more confident about what I wanted to say and how to say it effectively.

*Melissa Thirloway, Founder
MGThirloway and Associates*

Meet the Instructor



Lynn Gaertner-Johnston
Business Writing Specialist and
Founder of Syntax Training

Since 1990, Lynn has helped thousands of managers and employees improve their writing. Clients include REI, AAA, Weyerhaeuser, Fred Hutchinson Cancer Research Center, Columbia Credit Union, and many others.

Lynn practices what she teaches. She has written business documents for Coinstar, the National Cancer Institute, Esterline Technologies, Nintendo, and other organizations over many years.

Lynn earned her M.A. in Communications from the University of Notre Dame. She teaches with a love of her subject and a pleasure in sharing its practical value. She lives in Seattle.

Take these extensive tools back to your work site in a slim zip-up portfolio:

- A 90-page manual, Better Business Writing, with models, do's, don'ts, and more
- A 12-point Editing Checklist laminated bookmark
- A document planning template on CD
- A 4-page Quick-Reference Guide to Error-Free Writing
- A valuable desk reference, 60 Quick Word Fixes
- Quick reference cards: Writing for Global Readers, Adapting to Style Differences, Best Ways to Communicate, and Selling and Persuading

SYNTAX TRAINING
Tools for Better Business Writing



FEES

Register and pay by July 24: \$285 per person.
Register after July 24: \$335 per person.

The fee covers the one-day skill-development program, extensive training materials, and follow-up learning reinforcement. Refreshments are provided. Lunch is on your own.

Guarantee: Your satisfaction is guaranteed. You must be confident that your writing skills have improved, or your fee will be returned to you.

TO REGISTER

Phone 206-782-8410. Register using a credit card or request an invoice. Invoices must be paid within 10 days of registration to hold your place in the class.

CANCELLATION POLICY

By July 24, receive a full refund. By August 9, receive a 50% refund. No refund for cancellations after August 9, but you may send a replacement.

LEARN ABOUT SYNTAX TRAINING

Visit <http://www.syntaxtraining.com>

Visit Lynn's blog: <http://www.businesswritingblog.com>