

BETTER BUSINESS WRITING Workshop

A one-day workshop in
Kirkland, Washington,
near Seattle

Friday, March 2, 2012

Limited to 12 attendees—
sign up today!

Bring a writing project
to class. Get your job
done while learning new
techniques and skills!

“Like many who come to your workshops, I write for a living. I’ve been in the field of PR & Communications for 16 years. I’m humbled but happy to say that I learned tips, tools and techniques in your class that have helped me write faster and more confidently. My boss agrees that applying what I learned in your class has dramatically improved my writing.

“I’m so happy to be even better at what I do. Thank you for your class!”

*Angela R., Global Communications
Manager, Avanade*

SYNTAX TRAINING
Better business writing, guaranteed.



Improve your skills,
confidence, and results.
Learn to write better *now*.

Enhance your skills in business
communication. Learn to:

- Understand what your readers need from you and how to provide it.
- Communicate professionally with varied audiences, from senior executives to senior citizens, technical experts to new users.
- Express your thoughts clearly, correctly, and simply—even when your content is complex.
- Work faster using a simple strategy.
- Communicate positively, even when sending bad news.
- Send email that is quick, complete, and professional.

DATE & TIME Friday, March 2, 2012
8:15 a.m. to 4:45 p.m.

PLACE Kirkland, Washington, at
Yarrow Bay Office Park, off
SR 520. Free parking. Convenient
to Seattle.

TARGET AUDIENCE Employees and managers who want
to write better and faster. Each class is
limited to 12, for efficient, individ-
ualized learning.

TRAINING PROVIDER Syntax Training
www.syntaxtraining.com

REGISTER Register for the class online at
<http://tinyurl.com/syntaxtraining-3212>
To learn more, phone or email Michael
Johnston at 206-782-8410 or
michaelj@syntaxtraining.com.



INVEST A DAY TO INCREASE YOUR SKILLS

- Recognize how to write effectively through case studies and examples.
- Organize your thoughts using 7 planning questions.
- Edit efficiently using a 12-Point Editing Checklist.
- Write your choice of documents: reports, requests, proposals, procedures, announcements, etc.
- Get feedback, including written comments from the instructor.
- Test your knowledge of the latest rules of grammar and punctuation and get answers to your questions.
- Receive 10 follow-up skill reinforcers to continue to develop your writing skills.

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,

MasterCard, Leducor, Port of Seattle, Razorfish, Salix Pharmaceuticals, Russell Investments, AAA, AARP, Impinj, Dorsey & Whitney LLP, Premera Blue Cross, Organic Valley Family of Farms, and many others. Lynn has taught managerial communications in the MBA programs of the University of Washington and UW Bothell.

Practicing what she teaches, Lynn wrote and edited business documents for Coinstar, Nintendo, Esterline Technologies, Seattle Children's Hospital, Center for Health Training, and other organizations over many years.

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

"I highly recommend the Better Business Writing class. The content was insightful and valuable, and people are using what they learned. More than that, we are seeing results!"

Mike Bowcut, Director, Direct Marketing & Modeling, REI

"I have been using my newfound writing skills. I am amazed at the power of writing even though I am taking baby steps. As an example, I have been receiving the desired responses from the reader on my first email. I really believe this starts with viewing my message from the reader's point of view."

Judith Murray, Manufacturing Technician, Northrop Grumman Corporation

YOUR INVESTMENT

Register and pay by Feb. 2: \$445 per person.
Register and pay after Feb. 2: \$495 per person.
Get a group discount for three or more learners.

The fee covers the full-day skill-development program, extensive training materials, and follow-up learning reinforcement. Refreshments provided.

REGISTER

Online at <http://tinyurl.com/syntaxtraining-3212>
Or phone 206-782-8410 and use a credit card or request an invoice. Invoices must be paid within 10 days of registration to hold a place in class.

YOUR GUARANTEE

We guarantee your satisfaction. You must be confident that your writing skills have improved, or your fee will be returned to you.

CANCELLATION POLICY

Cancel by Feb. 2 and receive a full refund.
Cancel by Feb. 16 and get a 50 percent refund.
There is no refund after Feb. 16, but you may send a replacement.

TO LEARN ABOUT SYNTAX TRAINING

Visit the web site at www.syntaxtraining.com, and learn more about business writing at Lynn's blog at www.businesswritingblog.com.
Call us at 206-782-8410 with questions.



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

- A 90-page manual with models, tips, and more
- 12-point Editing Checklist
- A document-planning template on a flash drive
- 110 Tips for Sending Email That Gets Read—and Gets Results
- Quick-Reference Guide to Error-Free Writing
- 60 Quick Word Fixes, a handy desk reference
- Clarity, Conciseness, Zing, and More: 262 Ways to Take Business Writing Beyond the Basics, a 70-page guide



“Lynn empowers writers by demonstrating how effective writing goes beyond correct form and punctuation. She stands on the leading edge of business writing trends, helping learners understand how standards are changing. The abundant tools she provides can be used immediately in the workplace.

“In a one-day class, I saw our learners comfortably shift from lengthy, obscure prose to radically redesigned, reader-focused documents.”

Nancy Nieraeth, Director of Employment and People Development, University of Puget Sound

LEARNING AGENDA

- 8:15 A.M.** Welcome to class! Find out how you will meet your learning goals.
- 8:30 A.M.** Identify your writing challenges through an experiential exercise.
- 8:40 A.M.** Apply 7 Questions for Planning a Message to a case study. Recognize how to meet your readers’ needs.
- 9:30 A.M.** Use the 7 Questions to plan and write your own document.
- 10:15 A.M.** Apply the 12-Point Editing Checklist to your writing.
- 12:15 P.M.** Enjoy lunch on your own.
- 1:15 P.M.** Meet with Lynn for feedback on your work. Test yourself on the rules of punctuation and grammar.
- 1:35 P.M.** Plan, write, and edit a new piece, applying what you have learned.
- 2:45 P.M.** Give and receive specific feedback on writing, in small groups and from Lynn.
- 4:15 P.M.** Test yourself on what you have learned by analyzing a document.
- 4:30 P.M.** Plan next steps to continue to improve.
- 4:45 P.M.** Leave class equipped with tools, strategies, and practical information to apply immediately to your writing.

WHY WRITE BETTER?

Good writing is a valuable skill that contributes significantly to professional success.

- A well-written message gets results. Results lead to contracts, jobs, support, investment, bonuses, and growth—for you and your company.
- When you write effectively, you build and maintain relationships with others. You inspire confidence, trust, collaboration, commitment, and action.
- When you move from school to work and write effectively for *business* readers, you earn recognition for your clarity, conciseness, and results-focused messages.
- When your proposals are successful, they sell products and services. Effective writing leads your customers to understanding, acceptance, and enthusiastic agreement.
- Clear, correct writing saves time for you—and for your clients, customers, employees, managers, senior executives, and others.
- When you develop and apply excellent writing skills on the job, those skills help you achieve your personal and professional goals.



FREQUENTLY ASKED QUESTIONS

Is this class for beginner, intermediate, or advanced writers?

Better Business Writing is for writers at every level. It includes practice, feedback, and more than 30 examples of good and bad writing. Both native English and ESL writers get practical tips, tools, and strategies to apply back on the job.

Will I get any individual attention in the class?

The session is limited to 12 attendees, and you will get individual written and spoken feedback. In prework, the instructor, Lynn Gaertner-Johnston, will ask you about your writing goals, and she will address them in class. She will also meet with you individually during the class to provide comments and suggestions on your writing.

Will I need to share my writing with other people in the class? My work is confidential.

You will share your in-class writing with a small number of participants. If you cannot share work-related writing, you will write case-study assignments that provide realistic writing practice.

Is this seminar all about selling products?

No selling or marketing takes place in the class. The session focuses solely on helping you develop better business writing skills.

Do I need to bring a laptop to class?

The class takes place in a computer classroom, so you won't need a laptop. If you want to work on your own writing, bring examples on a flash drive.

May I attend to scout out the class for our firm?

You are welcome to attend as a scout. Please register and participate as a learner. If you then offer the class at your company, we will deduct your registration fee from the cost of the first class you schedule.

What is the cost of the class?

The cost is \$495 per person. A \$50 early-registration discount applies at least a month in advance, and group discounts are available for three or more from the same company if they register together.

Where is the class held?

The class takes place at the fully equipped Computer Classrooms in Seattle, which is at 10604 NE 38th Place, in the Yarrow Bay Office Park in Kirkland, Washington. The site is just off the intersection of I-405 and SR 520 and has plenty of free parking.

Visit the Computer Classrooms web site for directions and for information about nearby hotels: www.computerclassroomsinseattle.com.



IS THIS CLASS RIGHT FOR YOU?

Enroll in **Better Business Writing** if any of these statements are true of you:

- You want expert feedback on your writing.
- You want to feel confident about the business documents you produce.
- You want to apply best practices in your email, letters, reports, requests, responses, proposals, procedures, and other pieces.
- You want your writing to lead to action and positive results.
- You want to write clearly, concisely, accurately, and efficiently.
- You want a variety of practical, easy-to-use tools and examples to help you continue to write and edit well.
- You want to coach others to write better.