

BETTER BUSINESS WRITING

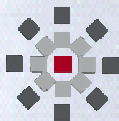
Enhance your skills

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

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*

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 **Tuesday, March 21, 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.

I am happy to recommend your Better Business Writing class to any business or agency that values good writing skills. Your combination of brief lectures and case studies, writing and editing assignments, and peer review worked well for our group. Several participants were able to complete real work projects during class, a big plus for folks who have difficulty taking time for training.

*Stephanie Ostmann
Employee Relations Manager, Pierce Transit*

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 Grammar and Punctuation Quick-Reference Guide
- 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

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FEES

Register and pay by February 24: \$295 per person.
Register after February 24: \$335 per person.

The fee covers the one-day skill-development program, extensive training materials, continental breakfast, refreshments, and follow-up learning reinforcement. 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 February 24, receive a full refund. By March 6, receive a 50% refund. No refund for cancellations after March 6, but you may send a replacement.

LEARN ABOUT SYNTAX TRAINING

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

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