



Onsite Workshops for the People Who Put Your Reputation in Writing



One- and two-day training programs to
boost your business writing sophistication

***The Country's
Most Respected
Editorial Workshops***

from

 **Training Services
On Demand[®]**
www.tsod.com



Business Writing Training, At Your Convenience

A One-day Workshop or a Two-day Writing Lab...

TSOD's Business Writing program begins with *correctness*, and continues through to *compelling*. Participants learn how to craft documents—including e-mails, memos, reports, letters, and proposals—that earn a reader's respect and attention.

Tailored specifically for your organization, you can count on TSOD's popular Business Writing Workshop to begin at a level appropriate to your team. Then, you'll progress through an easy-to-follow, step-by-step system that guarantees the maximum benefit for all of your team members.

This proven learning experience is used by corporations—such as Viacom Entertainment—and government agencies—such as the Federal Labor Relations Authority—to ensure that every document they produce reflects their commitment to professionalism.

This program pays for itself immediately. You'll prevent errors that compromise your effectiveness. You'll boost internal communication and inspire external credibility.

Programs at Your Location, to Benefit Your Team, Exclusively

Your team is unique, your needs are unique, and your training should be unique. TSOD's onsite workshops offer the most effective and time-efficient boost to your business writing sophistication.

We never conduct public, hotel-based seminars because their one-size-fits-all approach doesn't fulfill anybody's learning goals.

By conducting team-specific training, you'll benefit from shared insights, new solutions, and a refreshed perspective. And you'll pay far less than the cost of shipping employees to hotel seminars one-by-one.



One-Day Business Writing Workshops . . .

. . . use our exclusive, tailored approach to optimizing your team's writing skill. You'll learn proven methods for composing impressive proposals, reader-friendly e-mail messages, and informative reports. You'll discover easy ways to avoid embarrassing goofs. Yes, this program will conjure up memories of Mrs. Dodd's sixth-grade English class. It also will add the creative techniques your team needs to reinforce its professionalism.

Two-Day Business Writing Laboratories . . .

. . . add a day to the above workshop for your team to practice their newfound skills, gaining confidence and refinement from on-the-spot editing and coaching. This application-level learning experience is ideal for managers, high-level professionals, and sales representatives who interact with customers, executives, strategic partners, and other stakeholders.



Effective Training, Guaranteed Reliability

TSOD Business Writing Workshops are available at your location, for your team, anywhere in the United States. We'll provide instructional services and all course materials. We'll ask you to provide training space and, of course, participants.

You'll always benefit from our fully bundled tuition rates, which ensure that your costs are reasonable and predictable. We never add additional fees for instructor travel, expenses, participant materials, or anything else.

And by the way, our four-year reliability rate: 100%. Our 2004 customer satisfaction rate: 100%.

Immediate Benefits for Your Team

This onsite, team-focused workshop upgrades skills and effectiveness across your entire workgroup. Your team will learn:

The Essential Rules for Readable Writing

Beginning with everybody's favorite subject—grammar and punctuation (*Ugh!*)—you'll explore the essential elements of good business writing. You may be surprised at what you've forgotten (and what's changed) since Eighth Grade English class. Fortunately, we're there to remind you, and we promise to make it as fun as possible.

How to Liven-up Your Documents

You'll practice using the active voice and normalization editing to improve all of your communication products. In addition, you'll learn to spot writing taboos, including the dreaded cliché. Finally, you'll discover why confusing sentences often seem perfectly clear to the writer, and how you can avoid that trap.

How to Organize: Converting Your Genius Into Words

Like any other skilled activity, writing should involve a process: A way to get the job done easily and correctly. We'll introduce you to both standard and creative writing processes that help you leap over writers' block and onto the keyboard. By the end of this section, you'll be able to write faster, clearer and more concisely.



How to Proof and Edit Your Own Work

Acclaimed novelist James Michener claimed to be a mediocre writer, but a fantastic editor. Michener testifies to the fact that your best work can and should take place after your document rests for a spell. In this lesson, you'll learn how to use proven proofing and editing techniques to turn decent documents into award-winners.

The Big Bag o' Tricks

You'll discover the nine things great writers always do to ensure that their words compel, motivate, and persuade their readers. You'll benefit from proven techniques that make your work stand out from the crowd.



Work with a Uniquely Qualified Facilitation Team

TSOD's leadership skills facilitators include published authors, college professors, and highly regarded editorial skills educators. We never hire freelance public speakers, so you'll never get stuck with the "instructor du jour."

You'll benefit from in-depth business writing insights, and of course, you'll enjoy TSOD's proven finesse in conducting interactive, results-oriented adult education programs.

Schedule Your Workshop

TSOD Business Writing Training Programs are conducted at your location, at your convenience, nationwide. Programs are scheduled for groups of ten or more participants.

[Contact us by Phone or Online](#)

[Review the Business Writing Course Description](#)

[See the Business Writing Workshop Datasheet for More Details](#)

[Schedule Your Training Program Easily, Quickly: www.tsod.com/express](http://www.tsod.com/express)



"The only top-tier training service that doesn't charge any travel fees. Amazing!"

—Business Review



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