



# Hurley Write, inc.

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## Business Writing Course

- ✓ One-day course covers four topics
- ✓ Two-day course covers eight to nine topics
- ✓ Three-day course covers all 13 topics

### Topics

#### **Understanding What Your Readers Want**

Audience analysis  
Purpose analysis  
Message context  
Organizational contexts

#### **Getting Started in the Writing Process**

Problem-solving  
Creating timelines  
Effective prewriting strategies  
    Freewriting  
    Incubation  
Outlines  
    Holistic versus traditional

### **Supporting Ideas and Formulating Messages**

- Patterns for longer and shorter messages
- Creating useful topic sentences
- Emphasizing the appropriate information
- Showing relationships

### **Organizational Strategies**

- Organization on the sentence level
- Organization on the paragraph level
- Appropriate organization for lay audiences
- Organization to enhance understanding

### **Writing Clearly and Concisely**

- Using active/passive voice
- Avoiding expletives
- Using the "real" verb
- Avoiding superfluous language
- Using concrete versus abstract language
- Avoiding lazy pronouns
- Ensuring subject/verb agreement
- Creating grammatical parallelism
- Avoiding jargon
- Avoiding wordiness
- Understanding repetition
- Using punctuation correctly
- Emphasizing agents
- Avoiding nominalizations

### **Creating Goodwill in Business Documents**

- Creating the "you" attitude
- Phrasing information positively
- Justifying negative information
- Focusing on reader benefits

### **Writing Emails**

- Creating concise and specific subject lines
- Planning and organizing
- Ensuring readability

### **Writing Business Letters and Memos**

- Formatting
- Creating a professional image
- Organizational strategies
- Writing a goodwill ending

### **Writing Short Reports**

- Planning
- Using appropriate organizational strategies
- Ensuring cohesion and readability
- Writing the various components
- Using headings, subheadings and other visual cues

### **Writing Longer Reports and Proposals**

- Planning
- Writing the prefatory parts
- Meeting reader needs
- Using supplementary components

### **Writing Attention-Getting Resumes**

- Deciding on chronological versus functional
- Organizing
- Using effective verbs
- Prioritizing information
- Using references

### **Oral Communication**

- Listening, interviewing and conducting meetings
- Communicating orally
- Giving oral presentations
- Participating in small groups and meetings
- Developing formal speeches and presentations

### **Editing Based On Reader Expectations, Needs, and Use**

- Holistic editing
- Understanding editing and proofreading processes
- Editing and proofreading as separate processes
- Editing based on readability studies
- Editing for style, tone, clarity

**Learning Objectives and Outcomes** At the end of this course, participants should be able to:

- Create strategies to write more effective business documents
- Identify the components of successful business documents, including letters, emails, and reports
- Understand the various processes of audience and purpose analysis
- Discuss the communication process
- Understand how readers read
- Discuss various editing processes
- Understand how to use language more effectively
- Discuss the role of organization in facilitating reading
- Identify how readers understand and make sense of written information
- Use strategies to write more quickly, efficiently, and effectively

**Course Format**

- Brief lectures
- Interactive activities
- Large group discussions and collaboration
- Personal skill assessment
- In-class examples and exercises