

## "BETTER BUSINESS WRITING"

**MYTH:** "Readers care about what you have to say."

# Your reader decides in **six seconds** whether to keep reading.

Then they stop the moment your writing doesn't earn their attention. Your team's rambling emails and long-winded briefs? They're coming up short before anyone reaches the point.

"Better Business Writing" teaches practical techniques for writing that gets read.

## Your Team Will Learn How To

- **Master the building blocks of business writing**  
Use the core structure every effective document shares.
- **Use language effectively**  
Get to the point without losing the nuance.
- **Create flow in business documents**  
Guide readers from one idea to the next.
- **Make their writing easy to read**  
Use formatting and phrasing that cut down on re-reading.
- **Write effective business documents**  
Produce reports, SOPs, and proposals that get acted on.

## What Makes Hurley Write Workshops Unique?

Our workshops are completely customized to meet your team's needs. And, unlike a lot of other off-the-shelf courses, ours are based on the science of readability: how readers decide in seconds whether to keep reading, how to put the point where they'll see it first, and how to write emails and documents that get read and acted on.

Put Hurley Write's experience to work for your team. No more rambling emails. No more long-winded briefs that bury the point. No more readers who stop before they get to it.

- ✓ Onsite Workshops
- ✓ Virtual Workshops
- ✓ Online Courses

**Turn rambling drafts into writing people read.**

Schedule "Better Business Writing" for your team.

[www.hurleywrite.com](http://www.hurleywrite.com)

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