

“EXCEPTIONAL TECHNICAL WRITING”

SOUND FAMILIAR? *Reading a technical document from your team, scratching your head, and thinking “why doesn’t this make sense?”*

That’s bad technical writing. *Technically speaking.*

Most technical documents fail because the writer never considered the reader — or how the information would actually be used. **“Exceptional Technical Writing”** teaches your team research-based strategies for delivering information that’s clear, concise, and targeted.

Your Team Will Learn How To

- **Write for their readers**
Start from the reader’s task, not the writer’s knowledge.
- **Drive readers to the desired outcome**
Make sure every document ends in action, not just information.
- **Write for today’s readers**
Reach skimmers and readers on small screens.
- **Use language that engages, not repels**
Cut the jargon that pushes readers away.

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 actually find and use technical information, how to organize documents around the reader’s task, and how to write in plain language that experts and non-experts alike can follow.

Put Hurley Write’s experience to work for your team. No more documents that leave readers scratching their heads. No more jargon that pushes readers away. No more information that never turns into action.

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

Make your technical writing actually useful.

Schedule “Exceptional Technical Writing” for your team.

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