



Huntington Writing Co. presents

How to Empower Your Business Writing

Saturday, July 23, 2005

Clear. Effective. Powerful. Write to move, inspire, and motivate. No matter what your profession or job description, you must communicate effectively. But can you go beyond effective to *powerful*? Today's businesspeople are flooded with correspondence. To get their attention, to inspire action, to rise above the flood of correspondence, you need to write clearly, concisely, coherently . . . *powerfully*.

Give Your Writing a Boost. Learn the principles of powerful writing. Make your writing clear. Connect with your audience. Use sound reasoning and research. Lay the foundation for solid, clear, and crisp business writing. If you want a crash course that will boost your writing confidence, this seminar is for you.

Tailor This Seminar for You. You get to choose what you want to learn. The morning session will give you an overview of the writing process, including planning, organization, research, outlining, and basic composition. The second session will give you more detail on effective composition, as well as principles and methods for effective revision, including rewriting, editing, and proofreading. You get to choose morning, afternoon, or both.

How You will Benefit

- Learn how to develop your subconscious to write for you
- Organize yourself and your projects for maximum efficiency
- Identify your audience and tailor your message to them

What You will Cover

Morning Session

- Simplify your writing process
- Find inspiration
- Plan and organize your material
- Write more in less time
- Understand what motivates people to read

Afternoon Session

- Choose your best arguments
- Improve your tone
- Simplify your words and phrases
- Use effective clinchers
- Edit and revise for power

Who Should Attend? Everyone who writes emails, reports, letters, memos, grants, or newsletter articles and wants to improve his or her business writing skills. This includes supervisors, managers, executives, engineers, and all businesspeople.

Schedule

Morning Session: 8:00 – 12:00 noon
Afternoon Session: 1:00 – 5:00 pm

Cost

Full Seminar: \$175.
Individual Sessions: \$95.

Location

Holiday Inn Hotel & Suites
Hwy 165 North, Monroe, Louisiana

For more information, or to reserve your seat, write to Huntington Writing Co., P.O. Box 2682, Monroe, LA 71207, or call **(318) 998-0203** or **toll-free 888-492-6903**.

Recommended: Bring a sample of your writing for self-evaluation.

Note: This seminar focuses on the basics of business writing skills. If you're interested in improving grammar, you should also register for the upcoming **Grammar for Business Writers**.

(318) 998-0203 – 509 Bres Ave., Monroe, LA 71201 – 888-492-6903 toll-free

Mail-in Registration Form

Name _____ Session (circle one): Morning / Afternoon / Full Seminar
Address _____ Number of attendees _____
City/State _____ Phone _____

(Make checks payable to Huntington Writing Co.)