

Effective Business Writing (Second Edition)

Price: 450

Duration: 1 days

Delivery Methods: Virtual

Overview

Though businesses increasingly rely on technology, technological skills alone do not guarantee success in the workplace. You must still develop your ideas, express them clearly, and persuade others of their viability. This course offers effective strategies to sharpen your writing skills by structuring your ideas logically, exercising diplomacy in letters and reports, and shaping your arguments.

In contemporary business environments, information overload makes it necessary for you to communicate clearly and concisely. Trying to make sense of a disorganized email message can be frustrating given the number of emails you have to answer daily. By analyzing your audience, organizing your writing, and employing effective persuasive techniques, your writing will make an impact.

Course Objectives:

In this course, you will organize and write effective business documents.

You will:

- Identify techniques to write effective business communication.
- Write electronic communication that is clear, concise, and appropriate in a business context.
- Apply the writing principles you have studied to specific business situations and learn to address the needs of a particular audience.
- Use your writing and diplomatic skills to create formal business letters.
- Use basic persuasive strategies that will allow you to plan and deliver effective proposals.

Target Student:

This course is for individuals who need to write clearly and concisely in a professional environment.

Course Content

Lesson 1: Writing Effective Business Communication

Topic A: Write Strong Sentences

Topic B: Organize Your Content

Topic C: Analyze Your Audience

Lesson 2: Writing Email and Other Electronic Communication

Topic A: Write an Email

Topic B: Write Instant Messages and Text Messages

Lesson 3: Writing Common Business Documents

Topic A: Write an Internal Announcement

Topic B: Write a Routine Request

Topic C: Write a Response to Routine Requests

Topic D: Write a Complaint

Topic E: Write a Positive Response to Customer Complaints

Topic F: Write Bad-News Messages

Lesson 4: Writing a Business Letter

Topic A: Write a Business Letter

Topic B: Write a Thank-You Letter

Lesson 5: Writing Business Proposals

Topic A: Persuade Your Audience

Topic B: Write an Executive Summary

Topic C: Use Visuals

Course Schedule

Date	Time	Price	Options
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FAQ

What if I have to reschedule my class due to conflict?

Ten (10) business days' notice is required to reschedule a class with no additional fees. Notify TOPTALENT LEARNING as soon as possible at 469-721-6100 or by written notification to info@toptalentlearning.com to avoid rescheduling penalties.

How do I enroll for this class?

Please contact our team at 469-721-6100; we will gladly guide you through the online purchasing process.

What happens once I purchase a class?

You will receive a receipt and an enrollment confirmation sent to the email you submitted at purchase. Your enrollment email will have instructions on how to access the class. Any additional questions our team is here to support you. Please call us at 469-721-6100.

What is your late policy?

If a student is 15 minutes late, they risk losing their seat to a standby student. If a student is 30 minutes late or more, they will need to reschedule. A no-show fee will apply. Retakes are enrolled on a stand-by basis. The student must supply previously issued courseware. Additional fees may apply.

What happens when I finish my class?

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