

- Improve Your **Business Writing** Skills
- Sharpen Your **Sales Writing** Skills
- Enhance Your **Electronic Writing** Skills

Writing Skills Workshops for Employees, Sales Professionals, Technical Writers, and Anyone Who Writes on the Job

Sure, you can Tweet, text, and talk on your cell phone—but can you COMMUNICATE IN WRITING THE GOOD-OLD-FASHIONED WAY?

- Can you write a **sales letter** that is *so powerful* it convinces reluctant customers to act?
- Can you write a **business proposal** that is *so persuasive* it helps motivate your prospects, sell your product and advance your career?
- Can you *quickly* write a *clear, concise, grammatically correct* formal report, technical report, memo, or other form of business correspondence?

If the answer to any of these questions is *No*, then you need the Business Writing Institute. We offer onsite and online Writing Skills Workshops for:

- Executives and Managers
- Employees, Staff and Administrative Professionals
- Sales Professionals
- Financial, Insurance, Real Estate Professionals
- Construction and Manufacturing Industries
- Engineering, IT, Technical Writers
- Lawyers
- Anyone Who Writes on the Job!

Improve Your **BUSINESS WRITING**

Improve your performance.
Communicate with your customers.
Advance your career.

Don't let sales, customer satisfaction, and career advancement slip away. A Writing Skills Workshop from the Business Writing Institute is an investment in your organization's assets, reputation, and future.

LEARN HOW TO:

- Write more effectively, more quickly, and less painfully.
- Master professional writers' tricks for getting started quickly and capturing the reader's attention *from the first sentence*.
- Overcome your fears, apprehensions, and insecurities about writing.

- Gain command of the *real* rules of grammar, punctuation, and style.
- Write for results—persuade even the most difficult readers to act.
- Write in a clear, convincing, conversational tone.
- Write strategically and stylishly.
- Write business letters, formal reports, technical reports, memos, proposals, and other documents that *really work*.

Sharpen Your **SALES WRITING**

Sales professionals and customer service representatives can boost their writing power and increase sales by applying a few proven techniques.

LEARN HOW TO:

- Boost your writing power and increase sales by applying the *7 Secrets of Super-Effective Sales Letters*.
- Focus on Your Reader. Sales superstars always put the customer first. Writers should do the same. Sure, you can send the same boring letter every time. But it won't generate sales. Tailor each sales

letter to a specific reader, and you'll be on the road to writing and sales success.

- Face Your Flaws. On what grounds is your prospect likely to reject you? Use persuasive writing to overcome objections.
- Motivate Prospects to Open—and Read—Your E-Mail. Your subject line is the gateway to your electronic sales letter. Write a boring subject line, and your letter may never be opened. Entice your prospect by writing a subject line with *oomph*.

- Never Begin With "Thank You." You only have a few seconds to grab your prospect's attention. Start strong. Make your point in the first three sentences of the first paragraph.
- Remember, Speedy Doesn't Mean Sloppy. Every letter, proposal, and report you write reflects upon your professionalism and your organization's credibility. Don't give your prospect any reason to disqualify you.

Enhance Your **ELECTRONIC WRITING**

E-mail has triggered billion-dollar jury awards and million-dollar regulatory fines, toppled stock prices, savaged careers, and fueled media feeding frenzies. Fully 24% of companies have had e-mail subpoenaed, and another 9% have battled lawsuits triggered by employee e-mail, according to the *2009 Electronic Business Communication Policies & Procedures Survey* from American Management Association and The ePolicy Institute.

As employers struggle to manage workplace e-mail, employees keep introducing risky new technology into the workplace. Twitter, texting, Facebook, blogging, and other social media create written records and maximize the potential for costly and protracted disasters.

Minimize legal, regulatory, security, confidentiality, and productivity risks with our Electronic Writing Skills Workshops.

WRITING EFFECTIVE E-MAIL

- How to communicate online without getting fired, sued, or publicly humiliated.
- Strategies for writing safe and secure, clear and compliant e-mail to help keep the organization in business and out of court.
- How to write persuasive e-mail messages that are opened and acted upon—not ignored and deleted.
- Applying netiquette rules to ensure a civil business environment.

- E-mail management: how to control in-box clutter and manage information overload.

SOCIAL MEDIA: MAXIMIZING WRITTEN COMMUNICATION & MINIMIZING RISKS

- From Tweeting & texting to Facebook & blogging: How to write with impact—without exposing company secrets, triggering litigation, or losing your job.
- Netiquette rules for Tweeters, texters, and social networkers.



Your Workshop Leader **NANCY FLYNN**

Author, Business Writer, Writing Coach

The author of 10 books published in 7 languages, including *The \$100,000 Writer*, *Writing Effective E-Mail*, *The e-Policy Handbook*, *E-Mail Rules*, *Blog Rules*, *Instant Messaging Rules*, *E-Mail Management*, and *Networking for Success*, Nancy Flynn is a popular workshop leader and writing coach with clients worldwide.

An in-demand business writer, Nancy Flynn has written hundreds of annual reports, brochures, white papers, and other business and technical content for a client roster that includes Fortune 500 companies, Hollywood celebrities, and companies representing just about every industry and profession since opening her doors for business more than 20 years ago. An executive ghostwriter, Nancy has written and placed hundreds of articles in business, trade, and consumer publications in the US and abroad. She also is an internationally recognized expert on workplace e-mail, Internet, and social media communications and policies.

Nancy Flynn has been interviewed by thousands of media outlets including *Time*, *Newsweek*, *BusinessWeek*, *Fortune*, *Forbes*, *Wall Street Journal*, *US News & World Report*, *USA*

Today, *Readers' Digest*, National Public Radio, CBS Early Show, CNBC, CNN Headline News, CNN Anderson Cooper 360, Fox Business News, NBC, and ABC. She also is a National Workplace Communication columnist for Examiner.com.

Nancy Flynn has served as an adjunct faculty member in the English department and College of Journalism at The Ohio State University, teaching business writing, technical writing, and expository writing to undergraduates and graduate students.

NOTABLE CLIENTS

Training clients include The World Bank, Universal Studios, Ross Labs, Analog Devices, Smith & Nephew, KPMG, Assurex Global, Property Casualty Insurers of America, Professional Insurance Agents Association of Ohio, Association for Accounting Administration, International Association of Administrative Professionals, World Airlines Customer Relations Association, Yahoo! Canada, Microsoft, American Bar Association, Ohio Supreme Court, corporations, trade associations, government entities, and conferences/conventions worldwide.

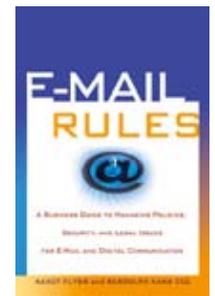
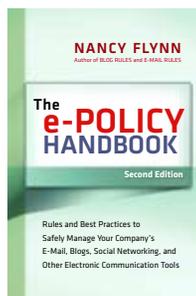
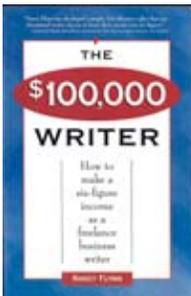
Why invest in Writing Skills Workshops from the Business Writing Institute?

Because writing is a *threshold skill* for employment and promotion.

2/3 of salaried employees in large companies are required to write on the job.

51% of major US corporations take writing skills into account when hiring.

86% of HR professionals consider poorly written resumes and cover letters to be deal breakers for job applicants.



"Valuable and enlightening...old grade school writing myths dispelled. Management is very impressed with the immediate impact your class had. Noticeable improvement in the effectiveness of communications skills of all who attended."

—Education Committee Chairperson, Origin Technology in Business

"I've had 8-hour seminars in the past. You hit the main topic in a more concise manner. Great refresher."

—Administrative Professional, CPA Firm

"Really hits the mark. We're going back for more."

—Accounting Professional

"I cut 10 pages from a brief after taking this class."

—Illinois State's Attorneys Appellate Prosecutor

"I learned a lot I can use in my everyday practice. The exercises and workbook were outstanding."

—Attorney, Columbus, Ohio

"The workshop was excellent! Ms. Flynn's knowledge of the subject made questions and answers helpful to the entire group."

—Assistant Ohio Attorney General

"Excellent program on the Dos & Don'ts of general communication in the legal and business communities."

—Attorney, Chicago Bar Association

"Informative, interesting, and a true learning experience. Will help me when writing memos, letters, and briefs to lay people and legal professionals."

—Law Firm Paraprofessional

Onsite and Online Programs

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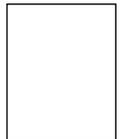
Contact Workshop Leader Nancy Flynn for
Information, Scheduling & Costs

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Business Writing[™]
INSTITUTE

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