

**Business Writing**

**Course Number:** WRTG-100  
**Duration:** 1 day

**Overview**

This Business Writing training course teaches professionals how to write organized, effective, and efficient professional communications. Attendees learn how to connect with and influence others effectively using focused, well-written business correspondence.

**Prerequisites**

There are no prerequisites for this Writing training.

**Materials**

All students receive comprehensive courseware.

**Software Needed on Each Student PC**

Students must have an Internet connection and a modern browser.

**Objectives**

* Analyze purpose, scope, and audience before writing
* Write coherent, unified paragraphs
* Use appropriate tone and strong verbs
* Apply parallel sentence construction
* Correct confusing shifts and run-on sentences
* Use precise language for clarity and brevity
* Find and fix common grammatical errors

**Outline**

* Introduction
* Planning, Generating Content, and Organizing
  + Course introduction
  + Analyzing your purpose, scope, and audience
  + Overcoming writer’s block: generating content
  + The three-step writing process
  + Organizing before writing: Outlining
  + Organizing after writing: Reverse Outlining
* Creating Logical Paragraphs
  + Patterns of paragraph development
  + The importance of opening paragraphs
  + Writing coherent, unified paragraphs
  + Using list format
* Writing Effective Sentences Part 1
  + Using strong verbs
  + Using active voice
  + Using the appropriate tone
  + Parallelism
* Writing Effective Sentences Part 2
  + Correcting unclear modifiers
  + Correcting confusing shifts
  + Adjusting emphasis through coordination and subordination
  + Unpacking the too-full sentence
* Conciseness and Clarity
  + Eliminating wordiness
  + Using precise language
  + Fixing fuzzy pronoun reference
  + Diagnostic clinic/custom exercises
* Proofreading for the 20 Most Common Grammar Errors
  + Proofreading for the 20 most common punctuation errors
  + Diagnostic clinic/custom exercises
* Conclusion