



**WRITE 2 THE POINT!**

**25-26 SEPTEMBER 2017**

**Overview:** More energy is wasted on worthless writing - in both creating and reviewing it - than just about any other business activity. Fortunately, good writing can be easy with this course which lays the foundation for writing more precise and direct correspondence, documents, reports, etc. The theme of this two-day course is how to make your written communications straight-forward, credible and easily understood.



[Click to see inside](#)

Stressing conciseness, clarity and good organization in correspondence, this course is lively, informative and practices what it preaches. The manual is a useful guide of key points and rules that makes correct structure easy and painless.

**Who Should Attend?** Those who want to become more articulate, effective and powerful communicators or those responsible for reviewing/editing other's work.

**Objective:** By the end of the course, you'll be able to write more effectively in less time and effort by applying the step-by-step process for writing. You'll become a better writer and editor.

- Topics:**
- ✚ Use Standard English in written and oral communications
  - ✚ Use the correct form of verbs and "tricky" pronouns
  - ✚ Overcome "poor writing" tendencies
  - ✚ Determine your goal in writing
  - ✚ Organize your thoughts and overcome writer's block
  - ✚ Revise your material and develop on-target paragraphs
  - ✚ Write "easy-to-understand," organized documents with preferred words
  - ✚ Critique and edit the work of others
  - ✚ Become an independent writer



**Location:** Federal Building, 501 W. Ocean Blvd., Room 3400, Long Beach, CA

**Tuition: \$299 for 3 or more registered - \$319 for individuals.**



[Registration Form](#) - or - **Course Details:** 301-948-7636 [joanw@jaelimited.com](mailto:joanw@jaelimited.com) [www.jaelimited.com](http://www.jaelimited.com)

**Agenda: 25 September**

**26 September**



- 8:30 Traits of good vs. poor writing
- 8:45 Exercise - Diagnostic Writing Assignment
- 9:00 CH 1 - **Your Purpose Statement**
- 10:00 BREAK
- 10:15 CH 1 - Exercise – Critique Purpose Statements
- 11:00 CH 2 - **Researching and Outlining**
- 11:45 LUNCH
- 12:45 CH 2 - Exercise - Mind Mapping and Outlining
- 1:15 CH 3 - **Overcoming Writer's Block**
- 2:00 BREAK
- 2:15 CH 3 - Exercise - Writing Your First Draft
- 3:30 ADJOURN

- 8:30 Review
- 8:40 CH 4 - **Revising and Refining the First Draft**
- 9:15 CH 4 - Exercise - Revise Your First Draft
- 10:15 BREAK
- 10:30 CH 5 - **Paragraphs**
- 11:15 CH 5 - Exercise - Paragraph Development
- 11:30 LUNCH
- 12:30 CH 6 – **Sentence Variation and Structure**
- 1:30 CH 6 - Exercise – Eliminating Wordiness
- 2:00 BREAK
- 2:15 CH 7 - **Word Choice and Final Editing**
- 2:45 CH 7 - Exercise – Writing Clearly and Improving Readability
- 3:30 ADJOURN