



**Hurley  
Write, INC.**

**“Exceptional Technical Writing” Online Course**

**Hurley Write, Inc.**

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The six modules of this online technical writing course teach strategies to write clear, succinct technical documents. It uses critical thinking as the underpinning, while providing participants strategies they can begin to use immediately to impact their writing. It’s unique in that, depending on the writing option chosen, participants have multiple opportunities to apply the concepts they learn to various writing options and are provided professional written feedback.

**Have a group? Contact us for information about discounts!**

This online course is SCORM 1.2-, SCORM 2004-, and AICC-compliant; each module takes roughly 30 minutes to complete.

This **interactive course** includes

- Voiced lectures
- A professional editor (Options 2 and 3)
- *Hurley Write Cheat Sheets* (Options 2 and 3)
- A copy of the Hurley Write eBook, *Writing Strategies for Corporate America*
- Knowledge checks
- Take-away tips
- Writing options (Options 2 and 3)
- Written feedback on submitted writing (Options 2 and 3)
- Certificate of completion
- One online video-chat session with your editor per module (Option 3)

### **Objectives**

At the conclusion of this course, participants should be able to

- Explain the importance of targeting readers
- Devise various organizational methods to approach writing tasks
- Evaluate language use in written documents
- Write technical documents and reports
- Analyze the effectiveness of technical reports
- Demonstrate various editing and proofreading techniques

### **Topics**

#### **Module 1 Developing a Writing Strategy**

- Analyzing your readers
- Writing the outcome statement
- Developing a writing strategy
- Presenting a positive image through writing

#### **Module 2: Developing Organizational Strategies**

- Understanding the importance of good organization
- Types of organizational strategies
- Choosing the appropriate organizational strategy
- Exploring the vast universe of organization
- Organizing sentences, paragraphs, and documents

#### **Module 3: Using Language Effectively**

- Being precise and concise
- Using appropriate emphasis
- Avoiding wordiness
- Avoiding language “traps”
- Making your writing more emphatic and readable

#### **Module 4: Constructing Effective Sentences and Paragraphs**

- Emphasizing appropriately
- Understanding how readers read
- Using longer and shorter paragraphs
- Understanding appropriate sentence structure

#### **Module 5: Writing the Technical Report**

- Writing the body of the technical report
- Understanding the components of the technical report
- Creating the appropriate argument
- Ensuring that the report is readable and usable

### **Module 6: Editing and Proofreading Strategies**

- When to edit and when to proofread
- Becoming your own best editor
- What to look for when editing
- Developing practical editing and proofreading techniques

### **What Does It Cost?**

#### **Monthly Subscription**

##### **Option 1: Write Better (\$39.99 per month)**

- Our lowest-priced option
- A new module is uploaded every 14 days
- No feedback on written work
- 24/7 access
- Cancel any time
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#### **Monthly Subscription**

##### **Option 2: Write Better Plus (\$79.98 per month)**

- A new module is uploaded every 14 days
- Feedback on up to five pages of text per module
- 24/7 access
- Cancel any time
- Downloadable cheat sheets and writing options
- Personal editor and personalized, substantive feedback on writing submissions
- 24/7 access

#### **No Subscription**

##### **Option 3: Real Results (\$999.00) **Customer Favorite!****

- Our most flexible option
- Access to all modules at once for six months (180 days)
- Access and view the modules at your convenience
- Review the modules in any order you choose — all at once or one at a time — and review past modules any time
- Downloadable cheat sheets and writing options
- Professional editor for the duration of the course
- Personalized, substantive feedback on writing submissions
- Feedback on up to 10 pages of double-spaced text for feedback per module
- Video chats with your editor
- Free access to resources on the site
- A free copy of our eBook, *Writing Strategies for Corporate America*
- 24/7 access

### **How Do I Register?**

Signing up is simple! Go to [www.hurleywrite.com](http://www.hurleywrite.com); click “[writing courses](#),” and then [purchase](#).

Want more info? Contact us at [www.hurleywrite.com](http://www.hurleywrite.com) or call us toll-free at 877-24WRITE (249-7483).