



**Hurley  
Write, INC.**

## **Better Business Writing** Online Course

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**Hurley Write, Inc.**

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The seven modules of this business writing course teach the basics of clear, succinct business writing, including how to write effective emails, business letters, reports and proposals; how to use language to convey your ideas; and how to construct effective editing and proofreading strategies.

The course is unique in that it offers participants the opportunity to apply the concepts they learn to various writing options on which they're provided professional written feedback. Our feedback is designed to help participants sharpen their business writing skills. In addition participants are assigned their own personal editor for the duration of the course.

Have a group? Contact us 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

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Voiced lectures

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A professional editor

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Knowledge checks

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*Hurley Write Cheat Sheets*

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Take-away tips

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Writing options

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A copy of the Hurley Write eBook, *Writing Strategies for Corporate America*

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Certificate of completion

## Objectives

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

Explain the importance of analyzing audience and purpose

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Create useful writing strategies

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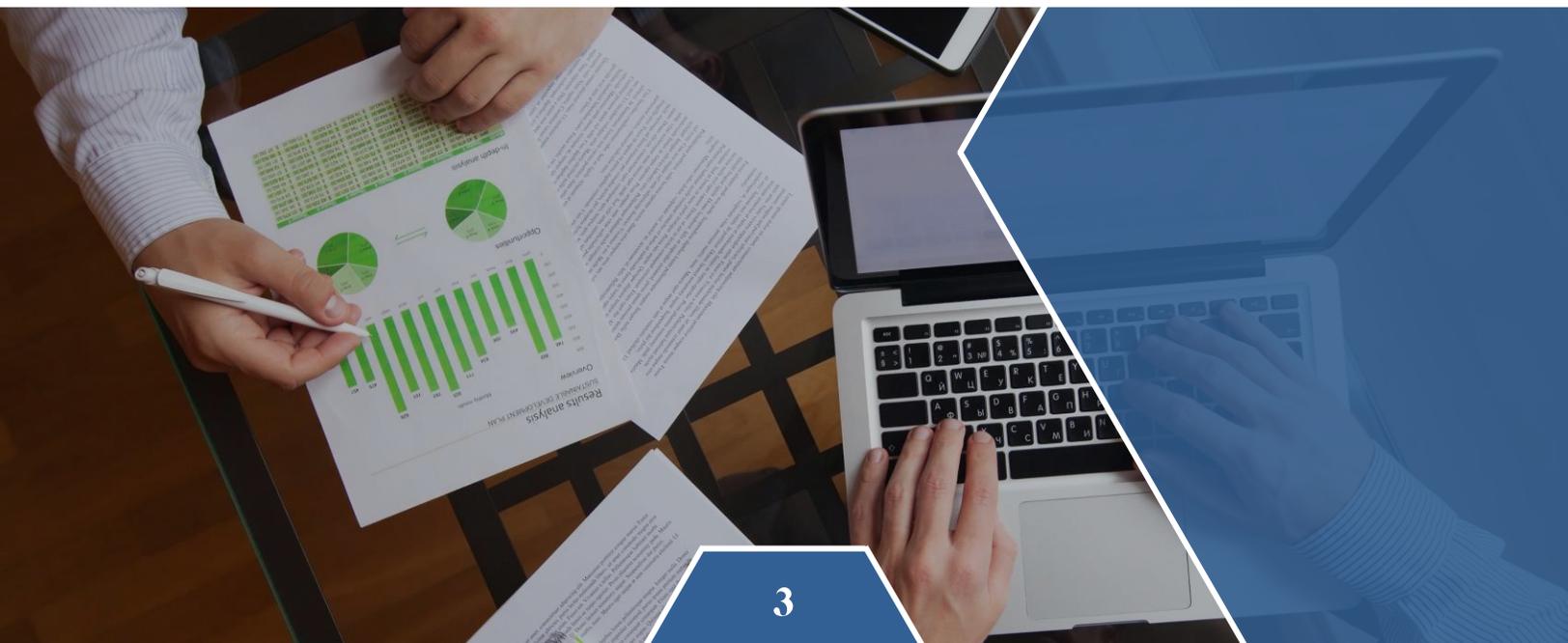
Evaluate and modify language use in business documents

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Write more effective emails, business letters, and business reports

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Demonstrate various editing and proofreading techniques



# Topics

## Module 1: The Building Blocks of Business Writing

Ensuring your writing reflects the “face” of your organization

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Analyzing your readers

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Meshing your goal with your reader’s

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Eliminating distractions

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Meeting reader’s needs

## Module 2: Making Your Writing Easy to Read

Eliminating unnecessary words

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Avoiding business jargon and clichés

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Ensuring every word adds value

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Using language to write succinct, accurate business documents

## **Module 3: Writing Concise, Precise Emails**

Planning

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Writing effective subject lines

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Getting to the point

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Ensuring readability

## **Module 4: Writing Effective Business Letters**

Writing good news and bad news letters

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Writing action letters

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Using bullets, numbering, and other cues effectively

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Avoiding clichés and anachronisms

## Module 5: Writing Business Reports

Writing the various components of business reports

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Writing an effective executive summary, recommendations, and conclusions section

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Writing sales and research proposals

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Using persuasion effectively

## Module 6: Writing Proposals

Writing the various components of proposals

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Writing an engaging proposal

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Writing sales and research proposals

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Using persuasion effectively

## Module 7: Constructing Useful Editing and Proofreading Strategies

Defining editing and proofreading

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Foolproof techniques to edit and proofread

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Becoming your best editor

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Editing others' work

### How Do I Register?

Signing up is simple!

To purchase, go to <https://www.hurleywrite.com/better-business-writing>

The modules are then automatically uploaded for you!

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



## What Does It Cost?

**PRICE**

**\$999.00**

**FEATURES**

Access to all modules at once for six months (180 days)

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

Free access to resources on the site

A free copy of our eBook, *Writing Strategies for Corporate America*

24/7 access