



**Hurley
Write, INC.**

Better Business Writing Online Course

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

Voiced lectures	A professional editor
Knowledge checks	<i>Hurley Write Cheat Sheets</i>
Take-away tips	Writing options
A copy of the Hurley Write eBook, <i>Writing Strategies for Corporate America</i>	Certificate of completion

Objectives

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

Explain the importance of analyzing audience and purpose

Create useful writing strategies

Evaluate and modify language use in business documents

Write more effective emails, business letters, and business reports

Demonstrate various editing and proofreading techniques



Topics

Module 1: The Building Blocks of Business Writing

Ensuring your writing reflects the “face” of your organization

Analyzing your readers

Meshing your goal with your reader’s

Eliminating distractions

Meeting reader’s needs

Module 2: Making Your Writing Easy to Read

Eliminating unnecessary words

Avoiding business jargon and clichés

Ensuring every word adds value

Using language to write succinct, accurate business documents

Module 3: Writing Concise, Precise Emails

Planning

Writing effective subject lines

Getting to the point

Ensuring readability

Module 4: Writing Effective Business Letters

Writing good news and bad news letters

Writing action letters

Using bullets, numbering, and other cues effectively

Avoiding clichés and anachronisms

Module 5: Writing Business Reports

Writing the various components of business reports

Writing an effective executive summary, recommendations, and conclusions section

Writing sales and research proposals

Using persuasion effectively

Module 6: Writing Proposals

Writing the various components of proposals

Writing an engaging proposal

Writing sales and research proposals

Using persuasion effectively

Module 7: Constructing Useful Editing and Proofreading Strategies

Defining editing and proofreading

Foolproof techniques to edit and proofread

Becoming your best editor

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 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