



**Hurley  
Write, INC.**

## **Effective Writing for Engineers** Online Course

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**Hurley Write, Inc.**

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This seven-module online writing course focuses on helping engineers use the attributes they possess, such as logic and problem-solving skills, to make their writing sharper, more concise and succinct, and more usable and readable.

Have a group? Contact us for discount information!

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

## Objectives

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

Explain the importance of targeting readers

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Devise various organizational methods to use in writing

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Evaluate language use in documents

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Write the components of engineering documents and reports

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Analyze a document's logic

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Demonstrate various editing and proofreading techniques





## Topics

### Module 1: Planning the Document

Analyzing audience purpose

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Presenting a positive image through writing

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Eliminating distractions

### Module 2: Using Organization to Guide Readers

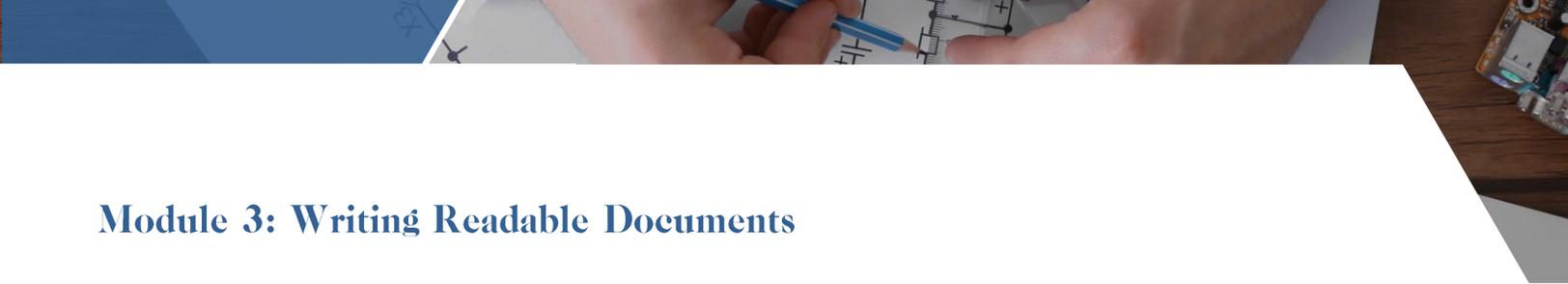
Using appropriate organizational strategies

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Using organization to guide readers

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Organizing sentences and paragraphs for greatest effect



## Module 3: Writing Readable Documents

Being precise and concise

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Avoiding wordiness

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Avoiding language “traps”

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Making your writing more emphatic and readable

## Module 4: Writing Concise, Precise Documents

Meeting readers’ needs for conciseness

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Using longer and shorter paragraphs and sentences for greatest impact

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Linking ideas

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Constructing effective paragraphs

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Using headings and subheadings



## **Module 5: Using Logic to Build the Argument of the Document**

Using logic in technical documents

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Gaining reader “buy-in”

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The components of logic

## **Module 6: Writing Engineering Reports**

Writing the body of the engineering report

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Writing the supplementary components (executive summary, Introduction)

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Using transitions to create “flow”

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Writing the Recommendations and Conclusions sections

## Module 7: Developing Effective Editing and Proofreading Strategies

Understanding the difference between editing and proofreading

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Editing for readability

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Proofreading strategies

### How Do I Register?

Signing up is simple!

To purchase, go to <https://www.hurleywrite.com/effective-writing-for-engineers>

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?

### Option 1: Write Better

**\$39.99 per month**

A new module is uploaded every 14 days

No feedback on written work

24/7 access

### Option 3: Real Results

**\$999.00**

**CUSTOMER FAVORITE!**

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

### 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

Downloadable cheat sheets and writing options

Personal editor and personalized, substantive feedback on writing submissions

24/7 access