

Better Business Writing

In the age of email, every businessperson is a writer. Unfortunately, that doesn't necessarily make them a good one.

This course breaks down the main situations when you'll likely have to write and gives you a clear process for improving your communication.

And, this is a thinking course.

You'll be taught to think about:

- **Who is the audience of my writing?**
- **What, at the core, am I *really* trying to say and, most importantly...**
- **How will it help *them*?**

Whether it's choosing between points to back up what you're attempting to prove or knowing how much to customize, it comes down to being taught confident writing. We'll look at examples of when a businessperson needs to be more direct—and many times they do—but also help you know the fine line between driving the point home and what may be perceived as overbearing.

We'll also have exercises throughout the course to both put skills into practice and allow for on-the-spot analysis to show how quickly you can successfully adjust your written work.

The course closes with tips on the biggest decision in business writing.

To press send.

To drop that letter in the mail.

After all, you just can't afford to stare blankly at a screen for hours when it comes to what you're writing. At a certain point, you need to feel good about it so you can move on to the next thing. This course is here to provide you with the tips which can help take the terror out of business writing—and turn it into a strength!

About the Trainer:

Eric Butterman has written more than 200 business articles, including for *Inc.*, *FastCompany.com* and *Publishing Executive*. He has lectured everywhere from the corporate offices of Barnes and Noble to Harvard University. Butterman graduated from Hunter College with a degree in economics.