

AAIM Course Description



Effective Writing Skills

A good letter or email message can inform, persuade and impress your reader. It can also save you a lot of time and effort! A business writer's main enemies are passive sentences, wordiness, overuse of big words and clichés. A writer's biggest time waster is not having a simple writing structure that works. After this course, you will write easily and quickly.

At the end of this course you will be able to:

- Get going when you don't know where to begin - overcome "writer's block" once and for all
- Replace tired, out-of-date words and jargon with crisp, updated words; boosting your impact immediately
- Avoid wordiness and eliminate stiff, formal language
- Eliminate "killer words and phrases" that destroy your positive tone
- Write "no" letters with a "yes" sound
- Format your letters properly
- Effectively use "white space"

Topics that will be covered:

- How to Write Simply and Clearly
- Eliminate Redundancies and Out-Of-Date Words and Phrases
- How to Write Specifically
- How to Include the Five W's in Your Writing
- How to Write Positively
- Write Openings and Closings That Readers Will Actually Read and Remember
- Write an Informational Letter, a "No" Letter and an Apology Letter
- Transfer Writing Styles From Letters to Email

Prerequisites: Employees who correspond with internal or external customers either by mail or e-mail.

Advanced Preparation: There is no advanced preparation for this course.

Competencies: Written Communication

Delivery Method: Group-Live | **Course Level:** Overview | **Duration:** Full-day

Continuing Education/Recertification Credits: CPE Credits, HRCI Recertification Credits and SHRM Professional Development Credits may be available for this course.