



SCRIBE SOLUTIONS

Professional Business Writing and Training

Business Writing Workshops *Immediate Impact. Immediate Results*

When business writing goes bad...

You know good business writing when you see it – a PowerPoint presentation that is clear and concise, an email that spurs people to action, a sales brochure that sparkles. But I bet that a lot of the writing that crosses your desk isn't that good.

You read documents that don't make sense. You struggle through reports that bore you to tears. You pick up brochures that make you want to run and hide. Internally, this can reduce effectiveness. Externally, it can definitely give clients and associates the wrong impression.

Workshops that improve business writing quickly and easily

SCRIBE SOLUTIONS' Business Writing Workshops are designed to maximize the quality of writing and correspondence at your company immediately. They can be tailored to all levels of your organization, teaching everybody from Administrative Assistants to Account Managers to CEOs how to:

- Engage the reader from the start
- Emphasize the key message
- Support the key message clearly and logically
- Apply 'tricks of the writing trade' to make the text even better
- End with a call to action

A proven method that applies to ALL internal and external communication

This method applies in exactly the same way to all types of documents – from emails to 300 page PowerPoint decks. Participants learn how to create professional internal communication to help your company run more smoothly, and write external correspondence that will impress clients and associates.

Professional and personal coaching for immediate impact

All of the workshops are run by a professional business copywriter and trainer. They combine teaching, exercises and personal coaching, using a highly structured approach that is a fun and active experience. Participants are also encouraged to bring their own documents to the workshops – they can apply what they learn to their ongoing work right away.

Cost-effective improvement

Sure, you can always outsource tricky writing assignments to an external copywriter. But for the cost of a few of these assignments, you can regain control of business writing across your organization. Participants who struggle with writing will walk away with confidence. Those who already like writing will maximize their abilities. It's a great way to invest in the future.

Test-drive the workshop

If you are still wondering about the value of a Business Writing Workshop, then why not test-drive it first? Half-price workshops for Training Managers are a fun way to demonstrate the value of the course.

Please feel free to contact me any time for more information.

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