

ENHANCE PRODUCTIVITY • IMPROVE MORALE • REDUCE LIABILITY

On-the-Job Writing Made Simple

Can Your Company Afford NOT to Take Advantage of This Highly Affordable & Effective **Writing Workshop** to Improve Your Employees' Written Communication Skills?

You know the problem: Most of your employees (like the population at large) are not good writers. Much time is lost thinking of the best words to use and how to use them. What comes out is often unclear. Even worse, the message frequently does not achieve the desired results.

The **negative consequences** for your organization are considerable: Damage to the company brand, lost business, missed opportunities, reduced productivity, greater liability, lowered morale, higher employee turnover ... the list could go on and on.

The training solutions you may have previously been exposed to have a number of disadvantages. They are typically quite expensive and also time-consuming. More importantly, the “information overload” translates into inferior results for participants.

Now there's a convenient solution: A highly practical, interactive workshop (usually three hours), given onsite and customized for your company's employees. Guaranteed to double, triple or even quadruple efficiency and productivity as it relates to written communication.

This workshop is personally conducted by long-time Bay Area resident **Dr. Daniel Berman, Ph.D.** (You will never be handed off to a junior, less experienced trainer.) More than 30 years as a professional editor, copywriter, tutor and coach have enabled Dan to identify the limited number of key points and techniques that enable someone to become a much better writer in a very short time, as long as the person is willing to make the effort. **Your team members will learn:**

- The single greatest “secret” to good writing
- How to develop a personal “mission statement,” to add value to your company
- An easy three-step process for effective written communication of any kind
- The trick to acquiring a “simple and direct” style of writing
- How to make wordy expressions concise
- How to use word order in sentences, for maximum effect
- How punctuation marks are like traffic signs—and the related implications
- Four situations in which the passive voice is preferable
- How to quickly fix the single most common kind of writing error
- Formulas for achieving precision of expression
- How to easily diffuse the three most powerful negative words in the English language
- Five practical tips for better emails & how to save time on emails
- How to minimize liability in written communication



- How to use transitions, to make your writing flow smoothly
- Six rules for making effective lists
- How to conquer dangling, misplaced and squinting modifiers
- The pros and cons of jargon in on-the-job writing
- The importance of maintaining a “consistent level of discourse”
- How to enhance readability, through the use of formatting
- How to harness the power of questions
- How to accentuate the positive, for best results
- How to get your readers to do what you want them to do
- The appropriate use of humor in on-the-job writing
- And much more

How can so much valuable content and training be packed into such a short amount of time?

Simply stated, Dan’s ability to accomplish this is a function of his **credentials and experience**. With degrees from Harvard, Northwestern (Medill School of Journalism) and UC Berkeley, he has taught communication and technical writing at the college and graduate levels, at Cal State East Bay and San Jose State University. That background is enhanced by more than 30 years “in the trenches,” as a professional tutor, writer and editor.

In other words, **this workshop has been in the making for more than a quarter century!**

Participants learn **the Five Cs of good writing**. Good writing is clear, cogent, coherent, complete and concise. After leaving the workshop, those who have been attentive will be solidly on track for giving their writing all of these qualities.

One key to the success of this workshop is that it is not a lecture but rather a **highly interactive** experience. This interactive quality helps participants absorb the material, as well as enjoy the process of learning.

The workshop is **entertaining as well as educational**, incorporating video, music, poetry and humor. Writing exercises address challenging tasks such as composing rejection letters and spurring uncooperative individuals to action.

Participants are informed at the outset that, following the workshop, they will be given a PDF with all the presentation material. This frees them from the pressure of taking detailed notes, allowing them to focus on the learning experience. (To truly master the content, participants will need to regularly review the material until it becomes second nature to them.)

BE A HERO to your company and selected employees, by arranging this valuable workshop for them, at the earliest opportunity. Call or email today, to receive a quote for a customized solution to meet the needs of your organization. You’ll be glad you did!

Call: **650-888-4321**

Or Email: **Workshops@BurningBullseye.com**