

# Effective Business Writing: A Key Skill for Success

A 5-hour workshop onsite at your business or organization

## Why is effective business writing a key skill?

Business professionals spend a lot of time writing, but they may never have received proper training in business writing. Your ability to write affects—positively or negatively—how you and your company are perceived. By improving your writing, you will make a better impression on others, prevent misunderstandings, save time and money, and increase your chances of success. Don't let a lack of writing skills prevent your company and employees from reaching their full potential.


## Outline of the workshop

In this workshop, the instructor teaches general principles of effective business writing that can be applied to any form of business writing—from simple emails to complex reports:

- Be clear, concise, and specific
- Know your audience and your goal
- Make it easy for the reader
- Conquer writer's block
- Check your punctuation and grammar
- Choose your words and tone carefully
- Tailor your approach to the form of writing
- Edit and proofread

Caveat: This is not a course in English as a second language. English does not need to be the participant's first language, but he or she must speak and write English fluently.

## Learn how to write more effectively *now*

<b>Target Audience</b>	<b>Employees and managers</b> who want to learn how to write more effectively
<b>Instructor</b>	 <a href="mailto:lp@louannpope.com">lp@louannpope.com</a> <a href="http://louannpope.com">http://louannpope.com</a>
<b>Format</b>	The <b>5-hour workshop</b> can be conducted all in one day, with either a coffee break or a lunch break in the middle, or split across two days.
<b>Price</b>	\$99 per person if at least 3 participants
<b>How to Schedule</b>	<b>To schedule the workshop</b> onsite at your business or organization or learn more, email Louann Pope at <a href="mailto:lp@louannpope.com">lp@louannpope.com</a> .

## Testimonials

Testimonials for the instructor's copyediting services and writing workshops are available at <http://louannpope.com/testimonials>. Here is a sampling:

"There are a lot of rules that I use in writing simply because they sound right. The [workshop] helped to explain why some of those rules are right or wrong."

—Joseph Gorman, Writer

"The in-class exercises solidified the concepts, forcing me to think through what was being taught. . . . I recommend this class to any author who wants to improve their writing."

—Christopher L. Wells, Author

"Working with Louann has been an absolute treat. . . . If you have a message to get out to the world . . . I highly suggest that you use a copyeditor to ensure consistency of your message across all mediums. And Louann should be the one you pick!" —Chris Spurvey, Sales Professional; Podcaster; and Author, *It's Time to Sell: Cultivating the Sales Mind-Set*

"I recently asked a wise Japanese executive what made him so successful. 'A strong backbone and a gentle heart,' he said. This is what Louann brings as an editor, helping to make good writing oh so much better." —Lois Kelly, Creative Strategist, Foghound; Author, *Naked-Hearted: How Bullshit, Parkinson's and John Lennon Changed My Life*

## Meet the instructor

### Louann Pope Freelance Copyeditor & Writing Instructor

Louann has extensive experience in business, corporate finance, investor relations, and economics, as well as an MBA from Duke University and a BA in Economics from Colby College. Her twenty years in those fields included a significant amount of writing and editing, and she was the go-to colleague who others went to for a fresh set of eyes.

In 2014, Louann obtained a specialized copyediting certificate from the University of California San Diego Extension and launched a freelance copyediting business. In 2017, she expanded her business to include workshops.

She applies her detail-oriented, analytical mind-set to copyediting a wide range of books, blogs, and other materials, teaching writing workshops, and offering Ask a Copyeditor help-desk services. She is a member of various publishing organizations: the Editorial Freelancers Association (EFA), ACES: The Society for Editing, and the Association of Independent Publishing Professionals (AIPP). She lives in Mount Pleasant, SC.