

# Effective Business Writing: A Key Skill for Success

Now available  
onsite or online

A 6-hour course available onsite at your organization or online (your choice)

## 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.** Learn how to make a better impression, prevent misunderstandings, save time and money, and increase your chances of success. Don't let a lack of writing skills prevent your organization and employees from reaching their full potential.

## Outline of the course

The instructor teaches principles that apply 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="http://louannpope.com">http://louannpope.com</a>
<b>Format</b>	The <b>6-hour course</b> can be conducted <b>onsite in the Charleston, SC area</b> (all in one day, with a lunch break in the middle, or split across two days) <b>or online</b> (recorded course, at your own pace).
<b>Price</b>	<b>\$99 per person</b> (onsite course requires at least 3 participants)
<b>How to Get This Training</b>	To schedule the course onsite at your organization, purchase seats in the online course, or learn more, visit <a href="http://louannpope.com/classes/#biz-writing-course">http://louannpope.com/classes/#biz-writing-course</a> or email Louann Pope at <a href="mailto:lp@louannpope.com">lp@louannpope.com</a> .

## Testimonials

Testimonials for the instructor's copyediting services and writing courses 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 [course] 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 writing courses.

She applies her detail-oriented, analytical mind-set to copyediting a wide range of books, blogs, and other materials, teaching writing courses, 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.