

Effective Business Writing – Letters and Proposals (Tier 1)

½ Day

Description

Though businesses increasingly rely on technology, technological skills alone do not guarantee success in the workplace. You must still develop your ideas, express them clearly, and persuade others of their viability. This course offers effective strategies to sharpen your writing skills by structuring your ideas logically, exercising diplomacy in letters and reports, and shaping your arguments.

Prerequisites

- None

Objectives

- ✓ Write letters that are clear, precise, and appropriate to your audience.
- ✓ Organize and write a business proposal, complete with visuals, and an executive summary that employ effective strategies of persuasion.

Writing a Business Letter

Write a Business Letter

Business Letters
Standard Letter Formats
Letter-Writing Conventions
How to Write a Business Letter

Write a Thank-You Letter

Thank-You Letters
How to Write a Thank-You Letter

Writing Business Proposals

Persuade Your Audience

Business Proposals
Brainstorming
Strong Rhetoric for Your Position
Argument by Analogy
How to Write a Persuasive Proposal

Write an Executive Summary

Executive Summary
How to Write an Executive Summary

Use Visuals

Visuals
Types of Visuals
How to Use Visuals