thebusinesswriter.
Professional copywriting & business writing training
www.thebusinesswriter.co.nz

BUSINESS WRITING TRAINING

In the following pages all programmes currently offered by The Business Writer are outlined.

To align with specific requirements a custom programme can be prepared; please ask for pricing for this option by emailing info@thebusinesswriter.co.nz.

Here is a complete list of programmes offered at this time:

- Business Writing for Managers
- Business Writing for Professionals
- Business Writing for Business Owners
- Writing Board Reports, Business Cases & CAPEX Requests
- Business Writing Basics
- Email Etiquette
- Website Content Creation
- Structure That Document
- Writing for Social Media & Live Chat
- Writing for Social Media
- Blogging for Beginners
- How to Write a Trainer's Manual
- Writing an Operations Manual
- Creating How To Documents

Note: All of these programmes can be customised to suit the needs of your people and organisation.

Learn more about The Business Writer at www.thebusinesswriter.co.nz or call 027 947 8140.

BUSINESS WRITING TRAINING

Business Writing for Managers

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This Business Writing for Managers programme covers preparation and planning, business writing basics, and reviewing documents.

1. Preparation
In this section we look at important factors that contribute to being able to put together a well-written document.
- Preparing to Write
- Planning Your Document

2. Getting the Structure & Wording Right
With the right wording and structure a document can be completely different.
- Using Professional Language
  - What language to use and when to use it.
- Effective Communication
  - Getting your message clear.
  - Asking for responses.
  - Saying how it is, in a professional and polite, yet no-nonsense way.
- Writing for Your Audience
  - Defining your audience and tailoring your message accordingly.
- Creating Relevant Headings & Subject Lines
- Writing Business Letters
- Professional Email Messages
  - Content, structure and language.
- Structuring Text for Maximum Effect
  - Placing information on the page.
  - Using bold, italics and underlining.
  - Bullet points and numbered lists.
- Writing 'No' Messages
- Creating Succinct Communications
  - Structuring sentences and paragraphs for maximum effect.
- Editing Your Documents

3. Reviewing
- Checking Facts, Figures and Content
- Effective Proof-reading

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Business Writing for Professionals

This Business Writing for Professionals programme covers preparation and planning, business writing basics, and reviewing documents and is suitable for anyone working as in a professional capacity – administrators, managers, supervisors, personal assistants, real estate agents and more.

1. **Preparation & Planning**
   In this section we look at important factors that contribute to being able to put together a well-written document.
   - Preparing to Write
   - Planning Your Document

2. **Getting the Structure & Wording Right**
   With the right wording and structure a document can be completely different.
   - Using Professional Language
     o What language to use and when to use it.
   - Effective Communication
     o Getting your message clear.
     o Asking for responses.
     o Saying how it is, in a professional and polite, yet no-nonsense way.
   - Writing for Your Audience
     o Defining your audience and tailoring your message accordingly.
   - Creating Relevant Headings & Subject Lines
   - Writing Business Letters
   - Professional Email Messages
     o Content, structure and language.
   - Structuring Text for Maximum Effect
     o Placing information on the page.
     o Using bold, italics and underlining.
     o Bullet points and numbered lists.
   - Writing 'No' Messages
   - Creating Succinct Communications
     o Structuring sentences and paragraphs for maximum effect.
   - Editing Your Documents

3. **Reviewing**
   - Checking Facts, Figures and Content
   - Effective Proof-reading

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Writing Board Reports, Business Cases & CAPEX Requests

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With both of these documents being among some of the most important you will write as a senior manager, your challenge will be getting them done within the required timeframe, given *all* of other pressures of your role.

This programme offers a framework for writing each document, as well as a focus on language that will enable you to create an effective, yet succinct document.

The Process
Topics covered in this programme include:
- Planning and preparation to assist the process.
- Presentation of content.
- Getting your point across effectively.
- Creating succinct sentences.
- Using persuasive language.
- Keeping it simple.
- 12 tips for effective business writing.

The Outcome
Participants have a clear structure for writing business cases, and different options for presenting information in board reports. With an outline that can be referred to at any time, attendees have an array of effective practical tips and tools.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Business Writing Basics

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Today in business, we all write. Gone are the days when the senior managers had a secretary to formulate letters and other documents on their behalf.

On the one hand this is a great thing as everyone now has the ability to present their own ideas in their own way. However on the other hand, not everyone has the same writing abilities as we've not all learned the same skills.

This programme provides the basics of business writing to help individuals feel more confident, both in their approach to their writing, and in the delivery of it.

The Process

Topics covered in this programme include:
- Preparing to write.
- Planning your document.
- Getting the layout right.
- Using positive language.
- Making your message succinct.
- Writing business letters.
- Email etiquette.
- Writing a 'no' message.
- Newsletters.
- Writing for social media.
- Effective proof-reading.
- Top 20 business writing tips.

The Outcome

Following this programme, participants will have a good overview of the requirements for effective business writing. With numerous practical tools and tips individuals will have a greater level of confidence in the documentation they are producing on a daily basis.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Website Content Creation

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Upon landing on any website, visitors take just three seconds to decide whether they will stay or leave. Knowing how to present website content is key to having a point of difference.

This programme is designed to provide participants with the knowledge required to give their website the professional edge required in business today.

A website that is professional, easy to read and navigate will have visitors staying longer, buying more.

The Process
Topics covered in this programme include:
- Making your website content easy to find, read and use.
- Designing a site map.
- SEO (search engine optimisation) keywords.
- Headings with impact.
- Writing effective website content.
- How to tackle your website content rewriting project.
- Hyper-links.
- Top 20 tips for a professional website.

The Outcome
Participants have a clear structure for writing any website page. With increased knowledge of the online environment, an understanding is gained of what is, and what is not effective.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Structure That Document

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We have all read great reports, letters or proposals; ones that are easy to read and understand, and we have all read ones that are not so great. This programme looks at what makes the difference.

Designed to guide participants through the process of producing clear and concise business documents, this programme will result in increased confidence.

The Process
Topics covered in this programme include:
- The writing process – planning, writing and editing.
- Sentence structure.
- Writing for your audience.
- Using headings, bold, italics and underlining.
- On-page layout.
- The use of bullet points and numbering.

The Outcome
Participants gain knowledge to assist with creating more succinct and effective business documentation including email, reports, letters and more.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Email Etiquette

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Whilst writing an email may seem like a straight forward process that doesn't *really* require training, there are tips and tricks that will make it much easier for you, and for those reading your emails.

This programme offers a session focused purely on email writing.

The Process
Topics covered in this programme include:
- Salutation.
- Keeping it simple.
- Formulating paragraphs and sentences.
- Effective use of bullet points and numbered lists.
- Email subjects.
- Capitalisation, italics, bold and underlining.

The Outcome
An understanding of the impact an email can have creates awareness for future communications.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Writing for Social Media & Live Chat

Today, writing succinct messages is often necessary. Thinking about social media (Facebook, Twitter, Instagram and others) and live chat writing, there's a need to communicate a short, sharp message, quickly.

During this workshop participants will learn how to write in a way that clearly communicates their message using the least amount of words. Now that might sound simple enough, but there are some key tips that will make the process a whole lot easier.

The Process

Topics covered in this programme include:
- Planning and preparation to assist the process.
- Posting content that increases engagement.
- How to create a draft of the information you need to communicate.
- Writing with the reader in mind.
- Using relevant language.
- Checking tone and clarity.
- Responding to post comments effectively.
- Top 7 tips for effective social media and live chat writing.

The Outcome

Participants will have a clear guideline for creating short messages for social media and live chat that are effective. During the session there will be opportunities to practice (and get feedback) on the ideas learnt.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Writing for Social Media

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With many of us using social media on a daily basis in our work, the need to communicate a short, sharp message has become a common theme. It's likely you use Facebook, Twitter, Instagram (and others) or all of these in your job or business.

During this workshop participants will learn how to write in a way that clearly communicates their message using the least amount of words. Now that might sound simple enough, but there are some key tips that will make the process a whole lot easier.

The Process

Topics covered in this programme include:
- Planning and preparation to assist the process.
- Posting content that increase engagement.
- Checking tone and clarity.
- How to create a draft of the information you need to communicate.
- Writing with the reader in mind.
- Responding to post comments effectively.
- Using relevant language.
- Top 7 tips for effective social media writing.

The Outcome

As a result of attending this programme, participants will feel more confident in the execution of their social media posts and responses. Your organisation's audience will contribute more from having their comments validated effectively.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING
Blogging for Beginners

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In business today your website traffic will increase with a blog that you regularly post valuable content on. The question is: What is valuable content?

Of course there are many other questions too. Among many are: What do I post? When do I post? How do I formulate a post? What do my audience want to read?

This workshop will give you practical tools and tips so you can get your blog post up and running, and more importantly, so you can keep it going! The latter is one of the hardest things to do. However, with a simple strategy (that works for you and your business) you can be a consistent, powerful and effective blogger.

The Process
Topics covered in this programme include:
- Preparation. Preparation. Preparation.
- The power of a strategy.
- What is valuable content?
- How to achieve a regular and sustainable posting pattern.
- Keeping it simple.
- Writing with the reader in mind.
- How to increase blog engagement from your social media audience.
- Responding to post comments effectively.
- Using relevant language.
- How to create a draft of the information you need to communicate.
- Top 8 blog writing tips.

The Outcome
Following this programme you will have a clear strategy, a practical process for implementing that strategy, and a raft of ideas for posts. You will also have plenty of practice at writing a blog post too! The result: You'll feel more confident in your ability to create a sustainable and valuable blog.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

How to Write a Trainers Manual

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As a Trainer you need clearly defined steps outlining what to do when, how long each activity will take, and detailed information to lead and expand discussions. With all of this documented in a Trainer's Manual, the process of training is much easier, and more beneficial for participants.

This workshop will give you practical tools and tips so you can get your Trainer's Manual started. Using a proven process and template, completing your manual will just be a matter of time to get the information together.

The Process

Topics covered in this programme include:

- Preparation. Preparation. Preparation.
- Keeping it simple.
- Creating a practical and user-friendly manual.
- What to include and what not to include.
- Timing is everything.
- A proven template for presenting your trainers manual.
- Gathering the right information.
- Creating effective and succinct introductions.
- How to lead and expand discussions.

The Outcome

Following this programme you will have tips, and a proven process and template to enable you to produce your trainer's manual. The result: You'll feel more confident delivering your training material and your participants will benefit from a well-organised and well planned training session.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Planning & Compiling an Operations Manual

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Let me ask you this question: What would happen to your business if you or one of your key people were taken out of the equation unexpectedly?

With clearly defined business processes, your organisation can run smoothly no matter what.

This workshop will give you practical tools, a template and tips to help you get your business processes documented. Using proven techniques of ensure you have all of the information needed. You will have documentation that can be used for years to come.

The Process

Topics covered in this programme include:

- Getting the right information.
- Presenting processes in a useable format.
- Using logic to get it done.
- Presenting your manual so it's quick and easy to read.
- Keeping information updated.
- How to turn a task into a written procedure.
- A step-by-step guide to using a proven template.
- The best language to use when documenting procedures.

The Outcome

Following this programme you will have tips and tools to create an operations manual that can be used by anyone. The result: You will have peace of mind knowing your business processes are clearly documented should you need them.

Note: The programme content can be customised to suit your needs.

BUSINESS WRITING TRAINING

Creating How To Documents

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A library of How To documents can be invaluable for your business. Used both as a training guide, and as reference material for your people, a concise How To document is worth its weight in gold.

This workshop will guide you through the process of creating a clear and concise How To document enabling you to repeat this process to your own How To Document Library. Using proven techniques, you will learn a process that works in the real world. You will then have documentation that can be used for years to come.

The Process

Topics covered in this programme include:
- Preparation and planning.
- Presenting processes in a useable format.
- Keeping information updated.
- A step-by-step guide to using a proven template.
- How to create a document your staff can easily use.
- The best language to use when documenting instructions.

The Outcome

Following this programme you will have tips and tools to create How To documents that can be used by anyone. The result: You will have peace of mind knowing your staff have useable instructions for training and to refer to in future.

Note: The programme content can be customised to suit your needs.