

# BETTER BUSINESS WRITING Workshop

A one-day workshop in  
Marysville, Washington,  
north of Seattle

**November 14, 2008**

**Limited to 12 attendees—  
sign up today!**

**Bring a writing project  
to class—get your job  
done while learning new  
techniques and skills.**

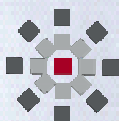
*“The most important thing I learned was a structure for analyzing my reader and purpose for writing. That alone has dramatically changed the way I write at work.”*

*Margaret Elwood  
Technical Training Administrator  
Snohomish County PUD*

*“I highly recommend the Better Business Writing class. The content was insightful and valuable, and people are using what they learned. More than that, we are seeing results!”*

*Mike Bowcut, Director, Direct  
Marketing and Modeling, REI*

**SYNTAX TRAINING**  
Tools for Better Business Writing



Improve your skills,  
confidence, and  
results. Learn to write  
better *now*.

## Be able to:

- Understand what your readers need from you and how to provide it.
- Communicate professionally with varied audiences, from senior executives to senior citizens, technical experts to new users.
- Express your thoughts clearly, correctly, and simply—even when your content is complex.
- Work faster using a simple strategy.
- Communicate positively, even when sending bad news.
- Send email that is quick, complete, and professional.

**DATES** **Friday, November 14, 2008**  
8:30 a.m. to 4:45 p.m.  
Continental breakfast at 8:15 a.m.

**PLACE** **Marysville, Washington**, at  
the Sno-Isle Libraries Service  
Center, just off I-5 at Exit 199.  
Free parking.

**TARGET  
AUDIENCE** **Employees and managers** who  
want to write better and faster. The  
class is limited to 12, for efficient,  
individualized learning.

**TRAINING  
PROVIDER** **Syntax Training**  
<http://syntaxtraining.com>

**ACTION  
REQUESTED** **To register or learn more**, phone  
Michael Johnston at 206-782-8410 or  
email [michaelj@syntaxtraining.com](mailto:michaelj@syntaxtraining.com).

## SKILL DEVELOPMENT

- Recognize how to write effectively through case studies and examples.
- Organize your writing using 7 planning questions.
- Edit efficiently using a 12-Point Editing Checklist.
- Write your choice of documents: reports, requests, proposals, procedures, announcements, etc.
- Get feedback, including written comments from the instructor.
- Test your knowledge of the latest rules of grammar and punctuation and get answers to your questions.
- Receive 10 follow-up skill reinforcers to continue to develop your writing skills.

*“Lynn empowers writers by demonstrating how effective writing goes beyond correct form and punctuation. The abundant tools she provides can be used immediately in the workplace.”*

*Nancy Nieraeth, Director of Employment and People Development, University of Puget Sound*

## Meet the Instructor



**Lynn Gaertner-Johnston**  
Business Writing Specialist and  
Founder of Syntax Training

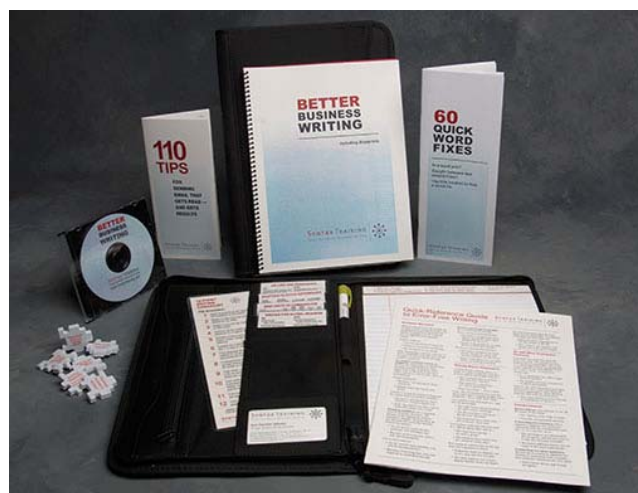
Since 1990, Lynn has helped thousands of managers and employees improve their writing. Clients include REI, Microsoft, Dorsey & Whitney, Weyerhaeuser, Port of Seattle, AAA, and many others.

Lynn practices what she teaches. She has written and edited business documents for Coinstar, Esterline Technologies, Children’s Hospital and Regional Medical Center, Nintendo, and other organizations. Her blog, Business Writing, is visited by people all over the globe (<http://www.businesswritingblog.com>).

Lynn earned her M.A. in communication from the University of Notre Dame. She teaches with a love of her subject and a pleasure in sharing its practical value. She lives in Seattle.

**Take these tools—and more—back to your work site in a slim zip-up portfolio:**

- A 90-page manual with models, dos, don’ts, strategies, and more
- 12-point Editing Checklist
- A document-planning template on CD
- 110 Tips for Sending Email That Gets Read and Gets Results
- Quick-Reference Guide to Error-Free Writing
- 60 Quick Word Fixes, a handy desk reference



**FEE FOR THE SEMINAR ON NOV. 14, 2008**

**Register and pay by Oct. 14:** \$385 per person.  
**Register and pay after Oct. 14:** \$425 per person.  
Get a group discount for three or more learners.

The fee covers the full-day skill-development program, extensive training materials, and follow-up learning reinforcement. Refreshments are provided.

**Guarantee:** Your satisfaction is guaranteed. You must be confident that your writing skills have improved, or your fee will be returned to you.

### TO REGISTER

Phone 206-782-8410 and use a credit card or request an invoice. Invoices must be paid within 10 days of registration to hold your place in the class.

### CANCELLATION POLICY

Cancel by October 14 and get a full refund. Cancel by October 31 and get a 50 percent refund. No refunds for cancellations after October 31, but you may send a replacement.