

CLASS: THE KEYS TO ERROR-FREE WRITING

Create **error-free** letters, email, reports, and other documents.

A **one-day** workshop in Everett, Washington, (north of Seattle) with tools and follow-up reinforcement.

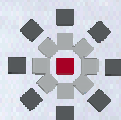
Wednesday, Nov. 3, 2010

“After attending one of your workshops, our employees walk away with a new level of confidence and skills that they put to use immediately. With your expert knowledge and engaging training style, our employees score dramatically higher on their post-tests. You are attentive to the needs of participants, especially our employees for whom English is a second language.”

*Susan Dixon, Assistant Vice President,
Training and Development, Columbia
Credit Union*

Write it right!

SYNTAX TRAINING
Tools for Better Business Writing



Do you insert commas and hope for the best?

When it comes to grammar and usage, do you guess?

**Increase your confidence and skill!
Make sure your writing is professional!**

Learn to:

- Correctly punctuate sentences, bullet points, headings, and slides.
- Recognize and correct errors in sentence structure, capitalization, and number use.
- Choose the right word: *I/me/myself, affect/effect, ensure/assure*, and many more.
- Edit correctly, following the latest guidelines.
- Use up-to-date, practical resources to make consistent, confident choices.

DATE & TIME **Wednesday, Nov. 3, 2010**
8:00 a.m. to 4:15 p.m.

PLACE **Everett, Washington**, in a convenient location with free street parking available.

TARGET AUDIENCE **Attend to increase your skills** and confidence in writing, editing, or approving documents. The class is for managers and employees, both native English and ESL speakers.

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

REGISTER Register for the class online at <http://tinyurl.com/syntaxtraining11310>
To learn more, phone or email Michael Johnston at 206-782-8410 or michaelj@syntaxtraining.com.



DEVELOP YOUR SKILLS

Focus on Up-to-Date Rules of Business Writing

- Assess your knowledge of the latest rules of sentence structure, punctuation, grammar, usage, capitalization, and numbers.
- Get clear explanations and illustrations of the rules.
- Enjoy lively activities that reinforce your learning and keep your energy high.
- Check your understanding through self-tests.
- Ask questions and get answers.
- Recognize what you have learned in a post-test.

CONTINUE TO MASTER THE RULES

Focus on Learning Retention

- Receive 10 follow-up skill reminders on The Keys to Error-Free Writing.

MEET THE INSTRUCTOR



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

Lynn has helped thousands of managers and employees improve their writing. Clients include REI, Port of Seattle,

Premera Blue Cross, AARP, Razorfish, Snohomish County PUD, Dorsey & Whitney LLP, Ledor, Frause, University of Puget Sound, and many others. Lynn teaches communications in the MBA program at the University of Washington.

Lynn practices what she teaches. She has written and edited business documents for Coinstar, the National Cancer Institute, Esterline Technologies, Nintendo, Children's Hospital (Seattle), Center for Health Training, and other organizations over many years.

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

“Lynn stands on the leading edge of business writing trends, helping learners understand how standards are changing. In addition to her technical expertise, she is one of the best trainers I’ve ever seen—fluid, smart, and fun. Every interaction with her is a delight. Her classes are an excellent value; there’s not a moment of wasted time.

“I would work with Lynn again and again, and I can’t recommend her highly enough.”

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

YOUR INVESTMENT

Register and pay by Oct. 3: \$269 per person.

Register and pay after Oct. 3: \$299 per person.

Get a group discount for three or more learners.

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

REGISTER

Online at <http://tinyurl.com/syntaxtraining11310>

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

YOUR GUARANTEE

You must be confident that your skills and knowledge of the rules of writing have improved, or your fee will be returned to you.

CANCELLATION POLICY

Cancel by Oct. 3 and receive a full refund.

Cancel by Oct. 20, and get a 50 percent refund.

There is no refund after Oct. 20, but you may send a replacement.

TO LEARN ABOUT SYNTAX TRAINING

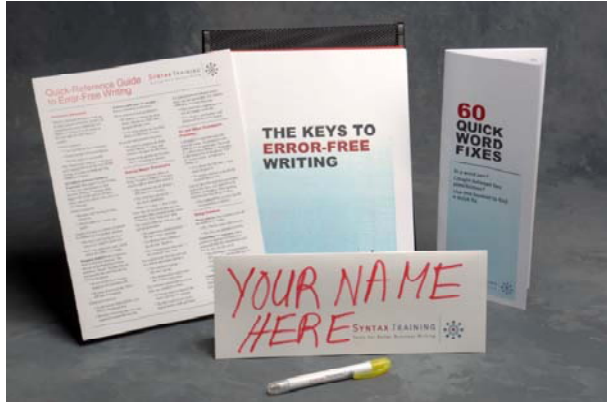
Visit the website at <http://syntaxtraining.com>, and learn more about business writing at Lynn’s blog at <http://www.businesswritingblog.com>.

Call us at 206-782-8410 with questions.



Take these tools back to your workplace:

- A 90-page manual of explanations, self-tests, and additional practice and resources
- Quick-Reference Guide to Error-Free Writing
- 60 Quick Word Fixes, a handy desk reference



“My work in policy development requires extensive writing and editing. Because of the courses I’ve taken from Syntax Training, I am more confident in my ability to write clearly and concisely, apply correct grammar and punctuation, and edit documents.

“In The Keys to Error-Free Writing, Lynn kept us involved and interested. The pre- and post-tests showed us how much we improved through the course—a nice validation for our efforts.

“I highly recommend any Syntax Training programs as time well spent.”

*Linda Harris-Proctor, Business Analyst,
Bonneville Power Administration*

TEST YOURSELF

At the end of The Keys to Error-Free Writing, participants can find and correct errors in sentences like these. Can you find the errors?

1. The plans have been submitted, however, we have not received approval yet.
2. We were told that a inspector found several discrepancies in the processes.
3. The plan includes: goals, timelines, a budget, and specific responsibilities.
4. Lori needs at least a weeks notice if you want her to travel to Costa Rica.
5. Hiroko is taking an early shuttle to Los Angeles and Han is planning to drive his car.
6. The principle reason I hired Anne Mroz, the consultant, was to reduce callbacks.
7. How does the Summer heat affect your energy level?
8. The summer kick-off meeting is scheduled for Friday, June 6th.
9. Shelley moved to Vancouver, British Columbia. Which is where she and her brother grew up.
10. For Carol and I, having our supervisor in Fort Worth, Texas, has been very challenging.

To check your answers, visit:

http://syntaxtraining.com/corrected_sentences.html

YOUR LEARNING AGENDA

Times are approximate, with mini-breaks throughout the day.

- 8:00 A.M.** Welcome to class!
- 8:15 A.M.** Complete a detailed pretest
- 8:50 A.M.** Master sentence structure
- 9:40 A.M.** Learn the rules of apostrophes and possessive forms
- 10:45 A.M.** Find out everything you want to know about commas and semicolons
- 11:45 A.M.** Take a break for lunch on your own
- 12:30 P.M.** Master more punctuation: colons, hyphens, parentheses, quotation marks, italics, dashes, and periods with bullet points
- 1:45 P.M.** Learn how to format numbers
- 2:15 P.M.** Refresh yourself on the rules of capitalization
- 2:45 P.M.** Learn the latest standards for grammar and usage
- 3:15 P.M.** Review your learning
- 3:45 P.M.** Take a post-test and celebrate your success!



FREQUENTLY ASKED QUESTIONS

What kinds of people take this class?

Engineers, accountants, proposal writers, project managers, editors, administrative assistants—all kinds of professionals take this class. They take it to refresh their knowledge of the rules of writing. Some of them speak English as a native language, some as a second or third language.

Will the class be tailored to my needs?

The instructor, Lynn Gaertner-Johnston, will be sure to answer any questions you have about the rules of writing. At the beginning of the class, you will take a pretest of 62 items. Based on the pretest, Lynn will tailor the class to cover the content that challenges you and your classmates. The class is limited to 20 participants. No crowds of people will compete with you for attention.

Will I be put on the spot? It can be embarrassing not to know the answers.

Lynn will invite you to participate, but you will never be put on the spot. The atmosphere is supportive, lively, and fun—and focused on your learning.

Is this seminar all about selling products?

No selling or marketing takes place in the class. The session focuses solely on helping you increase your skills and knowledge.

Do I need to bring anything to class?

All the materials you need are supplied. However, if you want to bring examples of the kinds of sentences or usage issues that challenge you, Lynn will help you master them.

May I attend to scout out the class for our firm?

You are welcome to attend as a scout. Please register and participate as a learner. If you then offer the class at your company, we will deduct your registration fee from the cost of the first class you schedule.

What is the cost of the class?

The cost is \$299 per person. An early-registration discount applies at least a month in advance, and group discounts are available for three or more from the same company if they register together.

Where is the class held?

It takes place in the first-floor Commission Meeting Room of the Snohomish County PUD Electric Building Headquarters in Everett, Washington. The address is 2320 California Street. Free street parking is available. The building is wheelchair accessible.



IS THIS CLASS RIGHT FOR YOU?

Enroll in **The Keys to Error-Free Writing** if:

- You want to write, edit, and proofread effectively, following the latest rules.
- You would like to feel confident about the business documents you produce or approve.
- You want to refresh yourself on punctuation, grammar, usage, and other aspects of writing.
- You want a variety of practical, easy-to-use tools to help you continue to write and edit well.
- You need up-to-date information to defend your punctuation and grammar choices.
- You would like to know when to pay attention to your grammar and spelling checker and when you can safely ignore it.
- You want to help others write better by giving them accurate, clear explanations of their errors.