

# WRITING TUNE-UP FOR PEAK PERFORMANCE

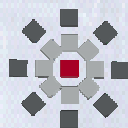
**New** online class in business writing! Three hours of learning (plus Q&A) and expert feedback to tune up your writing!

**October 6 and 8, 2010**  
**9–10:45 a.m. Pacific Time**  
**You attend both sessions.**

Learn tips and strategies to improve your reports, proposals, email, manuals, letters, and other writing!

**Register now. Enrollment stops with 18 attendees.**

**SYNTAX TRAINING**  
Tools for Better Business Writing



Do you need to get better results from your writing?

Enhance your skills in business communication. Learn to:

- Use a strategy to plan and write any document. Know where to start every time.
- Get results by following the rules of email etiquette and efficiency
- Eliminate extra words that slow down readers.
- Break up stringy sentences for quick understanding.
- Use formatting to highlight your key content.
- Recognize when and how to change from passive to active voice verbs.
- Write for a global audience.
- Recognize and eliminate bad writing habits.

**DATES & TIME** **Wednesday, October 6, and Friday, October 8, 2010**  
You attend both days.  
9–10:45 a.m. Pacific Time

**PLACE** **Your computer!** This is a live online workshop.

**TARGET AUDIENCE** **Employees and managers** who want to improve their writing quickly and efficiently.

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

**REGISTER** Register for the class online at <http://tinyurl.com/syntaxtraining-oct6>  
To learn more, phone or email Michael at 206-782-8410 or [michaelj@syntaxtraining.com](mailto:michaelj@syntaxtraining.com).



*"I definitely recommend the class. You focused on essential and actionable aspects of writing. You also structured the class to ensure participation and continued practice. That made the class sessions more effective and the learning more likely to be lasting. I like the handouts and templates, too.*

*"The most helpful pieces of the class were for me to keep the reader in mind as I write. By making the reader 'live' in my mind as I write, it is easier to consider what the reader needs."*

*Zoe F. Cohen, Technology Training Consultant,  
Dorsey & Whitney LLP*

*"I struggle with writing, and the class helped me a lot. I would absolutely recommend it. It has a lot of information I think everyone should know. At the least, it will refresh their writing."*

*Cyndy Warner, Business Process Analyst,  
Farmers Insurance*

## Meet Your Instructor



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

Since 1990, Lynn has helped thousands of employees and managers improve their business writing. Clients who offered the classroom version of Writing Tune-Up include

REI, Microsoft, Lockheed Martin, AAA, Port of Seattle, Wells Fargo, Russell Investments, King County Prosecuting Attorney's Office, and many others. Lynn teaches managerial communications in the MBA program at the University of Washington.

Lynn earned her M.A. in communication from the University of Notre Dame and her B.A. in English from Bradley University. To sharpen her online teaching skills, she completed the Virtual Facilitator Training Certificate Program offered by NetSpeed Learning Solutions.

## INVEST IN A LIFETIME OF BETTER WRITING SKILLS: \$269 PER PERSON

### YOUR PER-PERSON FEE COVERS:

- Two 90-minute live online training sessions
- 30 minutes of live online Q&A
- Specific, written suggestions from the instructor on your writing sample
- Downloadable PDFs of the handouts
- A planning template, the Writer-to-Reader Checklist, downloadable in MS Word
- 10 weeks of learning reinforcement, by email
- Online access to the recording of the class for 30 days

The per-person fee to attend Writing Tune-Up for Peak Performance is US\$269. This fee covers calling in to a toll-free number for those located in the U.S. and Canada. Calling in from other locations involves an additional charge. Please contact Syntax Training for details.

**Group discount:** Three or more people registering together get a 10 percent discount.

### REGISTER

**Register and pay by Sept. 8:** \$239 per person.  
**Register and pay after Sept. 8:** \$269 per person.  
Register online for the class here:

<http://tinyurl.com/syntaxtraining-oct6> \*

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 your place in class.

\*Use the payment link above if you will participate from the U.S. or Canada. Please email us if you wish to participate from another country, and we will give you the appropriate link.

### TO LEARN ABOUT SYNTAX TRAINING

Visit the web site at <http://syntaxtraining.com>.  
Learn more about business writing at Lynn's blog at <http://www.businesswritingblog.com>.  
Email [michaelj@syntaxtraining.com](mailto:michaelj@syntaxtraining.com) or call Michael Johnston at 206-782-8410 with questions.



## YOUR LEARNING AGENDA

You can expect to participate in these lively, practical learning activities to increase your writing skills, knowledge, and confidence.

### Day One: October 6

**Welcome to class!** Find out how to use the online tools. Review your individual learning goals.

**Discuss readers' pet peeves.** Get tips on how to avoid slowing down and frustrating your readers.

**Analyze a case study,** with before and after versions of a message. Learn how to organize information and meet your readers' needs.

**Plan one of your typical documents** using the Writer-to-Reader Checklist.

**Review best practices for efficient email.** Decide whether the practices apply to the email you send.

**Decide on action steps** to improve your writing. Learn about two brief assignments to complete.

**Get answers** to any remaining questions in the Q&A session.

### Day Two: October 8

**Report what you have noticed** about business writing since the previous session.

**Apply 11 editing steps to your writing samples.** Complete a range of writing and editing exercises: get to the point, focus on action, format complex information, break up stringy sentences, cut extra words, change passive verbs, and more.

**Ask the expert** your questions about grammar, punctuation, sentence structure, and usage.

**Decide on specific actions** you will take to tune up your business writing.

**Get answers** to any remaining questions in Q&A.

### After the Session

**Benefit from the instructor's suggestions** on a piece of writing you have written since the class.

**Reinforce your learning** with 10 weeks of writing reminders delivered by email.

*"I will definitely recommend this class. It would be huge for someone who is an average writer. I believe I already write well, but there is plenty of room for improvement, and I got a lot out of it. Even good writers stray from good habits over time. This course offers a useful refresher of best practices for business writing."*

*David Rossiter, Principal, Trestle Community Management, Redmond, Washington*

## What Is Wrong With This Writing?

Each chunk of text below has a different writing weakness. Learn what it is—and how to fix it—in Writing Tune-Up for Peak Performance.

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Subject: About Us Page Graphics  
Mike, these graphics need approval.  
Thanks.  
Emma

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Thank you for informing us of this problem, and please call our toll-free number if you have any other questions or comments

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If you should have any questions or concerns about the matter above, please do not hesitate to get in touch with me.

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It should also be noted that these items are contained within the estimate.

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We can meet anytime on Thursday, December 17, except from 3 to 5 p.m.

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Please provide us with a few items, which include a copy of the police report if you have one, any repair estimates and/or repair bills you may have, and a phone number where we can reach you during business hours.

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Here is the contract for your execution. We must have it in hand by EOD on Friday.

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## Technical Questions? Participating Is Easy

If this is your first time attending an online workshop that uses Adobe Acrobat Connect Pro, you may want to check your connection to be sure you will be able to log in to the classroom. Use this link to test your connection: [http://syntaxtraining.na4.acrobat.com/common/help/en/support/meeting\\_test.htm](http://syntaxtraining.na4.acrobat.com/common/help/en/support/meeting_test.htm)

After you register for the class, you will receive simple instructions about entering the online classroom and calling the toll-free telephone number to participate. You will also receive brief prework to complete.

## FREQUENTLY ASKED QUESTIONS

### *Is Writing Tune-Up for Peak Performance for beginner, intermediate, or advanced writers?*

The class is for writers at every level. You apply the tips, tools, and strategies to your own writing and to common examples. The class moves at a quick pace, but you can take your time reviewing the recorded class online for 30 days.

### *Will I participate or just look and listen?*

Writing Tune-Up for Peak Performance is very interactive. You will talk with the instructor and other attendees, type your comments, select answers in polls and self-tests, and complete brief writing exercises. You will also be able to ask questions and get expert answers.

You will participate throughout the class. Do not plan to do other things during the session!

**Enrollment Is Limited to 18 People.**

### *Should I expect to be in a huge webinar?*

Each class is limited to 18 attendees. The small number of people contributes to a positive, engaging learning experience.

### *May I invite other people from my company to view the web workshop with me?*

The class is not for group viewing—it is for individual learning. Plan to attend in a private workspace equipped with a computer and phone.

If three or more people at your company plan to attend, register together to get a 10 percent discount. Or contact Syntax Training about offering a special session for your company.

### *Will I need any special equipment?*

You will need Web access to be logged in during the class. For easy viewing, arrange to be at a normal-sized screen. You will type during the session, so having a telephone headset is helpful.

### **No Travel Stresses or Expenses**

Rainy season? Too much traffic? No time or budget for travel? No problem! Attend class from your workplace or home office.

### *What if I have a technical problem during class?*

A technician will be available during the class to resolve any technical issues. If you miss part of the session, you will be able to view the recording.

### **A Note on Time Zones**

The class is scheduled on Pacific Daylight Time (PDT), which is UTC-7 hours (GMT minus 7 hours). The October classes begin at 9 a.m. PDT. For a time zone converter, visit <http://timeanddate.com>.

### *What if I register but am unable to attend?*

If you cannot attend, you may send someone in your place or view the recording of the class. You may also cancel your registration 30 days before the class and receive a full refund. Cancel up to two weeks before the class, and you will receive a 50 percent refund.

### *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 decide to offer the class for your organization, we will deduct your registration fee from the cost of the first class you schedule.