Write To Excite

Helping Good Writers Become Great Writers

This workshop provides tools for drafting effective e-mails and documents.

Overview:

Part 1: Clarity
Part 2: Conciseness
Part 3: Readability
Part 4: Attention to Detail

The "**Clarity**" section covers five techniques that are used to avoid misunderstandings. By applying these techniques, you will ensure that your readers can fully comprehend your e-mails and documents – no matter how technical they are.

The "**Conciseness**" section explains how to use fewer words.

The "**Readability**" section deals with the fast pace of business today. Whether you are writing to clients or to co-workers, you can be sure that they are juggling e-mails, instant messages and social media. Therefore, it is best to draft e-mails and documents that are easy to read. The Readability section offers 10 strategies to make your writing more user-friendly.

The "**Attention to Detail**" section shows how you can use effective writing to demonstrate your expertise.