

EFFECTIVE WRITING TECHNIQUES

TECHNICAL AND E-MAIL WRITING COURSE

Whether you are writing a memo to your boss or an email to a co-worker, you need to use different writing techniques to make your ideas and words work together seamlessly. Learn how to empower your writing and become skilled at using strategies for writing persuasively. Learn techniques to examine your own thoughts and develop skills for expressing them effectively.



Course Outline: Effective Writing

Part 1: Use Shirtsleeve English

- Shirtsleeve Strategies
- Use Short, Familiar Words
- Get Rid of Word Weeds
- Eliminate Time-Wasters
- Avoid Stuffiness and Clichés
- Be Positive in Tone
- Be Specific and Concrete
- Don't Jargonize
- Make Items Parallel

Part 2: Use Power Language

- Verbs are Power Words
- Avoid Wimp-Speak

Part3: K.I.S.S.—Keep It Short & Simple!

- It Is Simply Faster
- Write Shorter Sentences
- Create Must-Read Reference Lines
- Get Right to the Point
- Close With a Bang!
- Write Shorter Paragraphs
- Use Transitions

Course Outline: Writing Effective E-Mail

Part 1: Composing Your E-Mail Message

- Collecting Your Thoughts with the Five Ws
- Writing Subject Lines with Real Oomph
- Incorporating a Salutation and Signature
- Grabbing the Reader's Attention: The Lead

Part 2: Keys to Effective E-Mail

- Striving for Simplicity
- Writing with Power...or Paste?
- Eliminating Mechanical Errors
- Spelling Counts!

Part 3: Formatting Your E-Mail Message

- Selecting Format Settings
- Enhancing Readability
- Sending Attachments with Care

Part 4: Managing E-Mail Overload

- Controlling Your In Box Clutter