



# Contract Holder

The Business Writing Center  
 309 452-2831, 800 827-3770  
 Fax: 309 452-9357  
 2 Payne Place, Normal, IL 61761  
 publications@businesswriting.com

**GENERAL SERVICES ADMINISTRATION**  
 Federal Supply Service  
 Authorized Federal Supply Schedule Price List

Online access to contract-ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through *GSA Advantage!*, a menu driven database system. The Internet address for *GSA Advantage!* is [GSAAdvantage.gov](http://GSAAdvantage.gov).

<b>Schedule Title:</b>	Multiple Award MOBIS 874 for Training Aids and Devices
<b>Products:</b>	SIN 874 9 Business writing training book SIN 874 9 Customized business writing training book SIN 874 4 Business writing workshops SIN 874 4 Online instructor-led business writing courses SIN 874 4 Customized business writing courses
<b>FSC Groups:</b>	87410 & 87430
<b>Contract number:</b>	GS-02F-0129T
<b>Contract period:</b>	July 5, 2007 - July 4, 2012
<b>Contractor's name:</b>	The Business Writing Center
<b>Contractor address:</b>	2 Payne Place, Normal, IL 61761
<b>Contractor phone number:</b>	309 452-2831, 800 827-3770
<b>Contractor fax number:</b>	309 452-9357

<b>Contractor's Web sites:</b>	<p>For general Business Writing Center information:  <a href="http://writingtrainers.com">http://writingtrainers.com</a></p> <p>For the business writing training book  <a href="http://businesswriting.com/gsabook.htm">http://businesswriting.com/gsabook.htm</a></p> <p>For the customized business writing training book  <a href="http://businesswriting.com/gsacustomizedbook.htm">http://businesswriting.com/gsacustomizedbook.htm</a></p> <p>For the business writing workshops:  <a href="http://businesswriting.com/gsaworkshops.htm">http://businesswriting.com/gsaworkshops.htm</a></p> <p>For the online business writing course catalog:  <a href="http://businesswriting.com/gsacatalog.htm">http://businesswriting.com/gsacatalog.htm</a></p> <p>For information on customized courses:  <a href="http://businesswriting.com/gsacustomizedcourse.htm">http://businesswriting.com/gsacustomizedcourse.htm</a></p>
<b>Business size:</b>	Small

### CUSTOMER INFORMATION

<b>1a. Item number, descriptions, and awarded prices</b>	<p>SIN 874 9 - Business writing training book</p> <p style="text-align: center;"><i>Explicit Business Writing: Best Practices for the Twenty-First Century</i></p> <p style="text-align: center;">1-9 copies \$12.95 each          10-49 copies \$11.66 each          50-59 copies \$10.36 each          100+ copies \$9.07 each</p> <p>SIN 874 9 Customized business writing training book</p> <p style="text-align: center;"><b>272 page book</b></p> <p style="text-align: center;">300 copies \$23.95 each          500 copies \$20.36 each          750 copies \$19.16 each          1000 copies \$16.77 each          2000 copies \$14.37 each          3000 copies \$11.98 each          5000+ copies \$8.38 each</p> <p style="text-align: center;"><b>304 page book</b></p> <p style="text-align: center;">300 copies \$25.63 each          500 copies \$21.78 each          750 copies \$20.50 each          1000 copies \$17.94 each          2000 copies \$15.38 each          3000 copies \$12.81 each</p>
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5000+ copies \$8.97 each

**336 page book**

300 copies \$27.30 each  
500 copies \$23.21 each  
750 copies \$21.84 each  
1000 copies \$19.11 each  
2000 copies \$16.38 each  
3000 copies \$13.65 each  
5000+ copies \$9.56 each

**368 page book**

300 copies \$28.98 each  
500 copies \$24.63 each  
750 copies \$23.18 each  
1000 copies \$20.29 each  
2000 copies \$17.39 each  
3000 copies \$14.49 each  
5000+ copies \$10.14 each

Trainees in a Business Writing Center course based on the book receive the book for free.

**SIN 874 4 - Business writing workshops**

Professional fee \$1,425  
Travel expenses are not part of this contract and will be the responsibility of the end user.

**SIN 874 4 Online instructor-led business writing courses**

<b>Course Number</b>	<b>Course Name</b>	<b>Tuition</b>
GSA310	Basic Grammar and Writing Skills for Business	\$280
GSA85	Basic Grammar Essentials only	\$139
GSA100	Basic Grammar for Business	\$356
GSA110	Basic Writing Skills Tutorial	\$394
GSA421	Business Report Writing	\$280
GSA420	Business Research Report Writing Skills	\$299
GSA95	Business Writing Essentials only	\$139
GSA210	Business Writing Skills	\$280
GSA520	Coaching through Writing Actual Documents	\$375

GSA330	Comprehensive Understanding of English Usage	\$346
GSA95 GSA85	Business Writing Essentials and Business Grammar Essentials taken together	\$185
GSA410	Editing Skills	\$280
GSA220	Explicit Business Writing	\$280
GSA225	Explicit Business Writing with Additional Training	\$565
GSA430	Grant-Writing Skills	\$346
GSA130	Individualized Writing for Nonnative Speakers of English	\$394
GSA510	Individualized Writing Skills	\$375
GSA480	Legal Proofreading Skills	\$166
GSA485	Legal Writing Skills	\$299
GSA470	Plain English Writing Skills	\$166
GSA320	Polishing and Proofreading Your Business Writing	\$280
GSA440	Proofreading Skills	\$395
GSA450	Public Relations and Copywriting Skills	\$475
GSA215	Recording and Writing Meeting Minutes	\$166
GSA120	Review of Common ESL Problems	\$346
GSA422	Technical Writing	\$280
GSA800	Train the Trainers	\$470
GSA465	Writing Clear Instructions and Procedures	\$280
GSA425	Writing Clear, Objective Audit Reports	\$280
GSA140	Writing Coaching for Executive Nonnative Speakers of English	\$441
GSA600	Writing Coaching for Executives and Managers	\$375
GSA460	Writing Computer Manuals and System Documentation	\$351
GSA340	Writing Effective Business Letters	\$166
GSA370	Writing Effective Sales Letters	\$323

	<table border="1"> <tr> <td data-bbox="630 216 748 289">GSA350</td> <td data-bbox="748 216 1166 289">Writing Effective Workplace E-mail</td> <td data-bbox="1166 216 1274 289">\$280</td> </tr> <tr> <td data-bbox="630 300 748 373">GSA428</td> <td data-bbox="748 300 1166 373">Writing Online Copy for Web Pages</td> <td data-bbox="1166 300 1274 373">\$327</td> </tr> <tr> <td data-bbox="630 384 748 457">GSA495</td> <td data-bbox="748 384 1166 457">Writing Skills for Technical Support Center Representatives</td> <td data-bbox="1166 384 1274 457">\$327</td> </tr> <tr> <td data-bbox="630 468 748 541">GSA424</td> <td data-bbox="748 468 1166 541">Writing Specialized Business Reports</td> <td data-bbox="1166 468 1274 541">\$280</td> </tr> <tr> <td data-bbox="630 552 748 625">GSA360</td> <td data-bbox="748 552 1166 625">Writing Successful Business Proposals</td> <td data-bbox="1166 552 1274 625">\$342</td> </tr> <tr> <td data-bbox="630 636 748 709">GSA423</td> <td data-bbox="748 636 1166 709">Writing Technical Explanations for Non-technical Readers</td> <td data-bbox="1166 636 1274 709">\$280</td> </tr> </table> <p data-bbox="646 720 1247 867">SIN 874 4 Customized business writing courses Customized online business writing course. Requires enrollment of at least 50 trainees. Tuition: \$375 per trainee.</p>	GSA350	Writing Effective Workplace E-mail	\$280	GSA428	Writing Online Copy for Web Pages	\$327	GSA495	Writing Skills for Technical Support Center Representatives	\$327	GSA424	Writing Specialized Business Reports	\$280	GSA360	Writing Successful Business Proposals	\$342	GSA423	Writing Technical Explanations for Non-technical Readers	\$280
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GSA428	Writing Online Copy for Web Pages	\$327																	
GSA495	Writing Skills for Technical Support Center Representatives	\$327																	
GSA424	Writing Specialized Business Reports	\$280																	
GSA360	Writing Successful Business Proposals	\$342																	
GSA423	Writing Technical Explanations for Non-technical Readers	\$280																	
<p data-bbox="342 898 574 930"><b>2. Maximum order</b></p>	<p data-bbox="630 898 1105 961">SIN 874 9 Business writing training book No maximum</p> <p data-bbox="630 993 1252 1056">SIN 874 9 Customized business writing training book No maximum</p> <p data-bbox="630 1087 1068 1150">SIN 874 4 Business writing workshops 20 trainees per workshop</p> <p data-bbox="630 1182 1198 1266">SIN 874 4 Online instructor-led business writing courses No maximum</p> <p data-bbox="630 1297 1182 1360">SIN 874 4 Customized business writing courses No maximum</p>																		
<p data-bbox="342 1402 574 1434"><b>3. Minimum order</b></p>	<p data-bbox="630 1402 1105 1465">SIN 874 9 Business writing training book No minimum</p> <p data-bbox="630 1497 1252 1560">SIN 874 9 Customized business writing training book 300 books</p> <p data-bbox="630 1591 1068 1654">SIN 874 4 Business writing workshops No minimum</p> <p data-bbox="630 1686 1198 1770">SIN 874 4 Online instructor-led business writing courses No minimum</p> <p data-bbox="630 1801 1182 1864">SIN 874 4 Customized business writing courses 50 trainees</p>																		

4. Geographic coverage	Worldwide
5. Point(s) of production	Produced in Bloomington, McLean County, Illinois USA
6. Discount from list prices or statement of net price	<p>SIN 874 9 Business writing training book</p> <p>1-9 copies \$12.95 each  10-49 copies \$11.66 each  50-59 copies \$10.36 each  100+ copies \$9.07 each</p> <p>SIN 874 9 Customized business writing training book</p> <p>272 pages (300 books) 0  272 pages (500 books) 15%  272 pages (750 books) 20%  272 pages (1000 books) 30%  272 pages (2000 books) 40%  272 pages (3000 books) 50%  272 pages (5000+ books) 65%</p> <p>304 pages (300 books) 0  304 pages (500 books) 15%  304 pages (750 books) 20%  304 pages (1000 books) 30%  304 pages (2000 books) 40%  304 pages (3000 books) 50%  304 pages (5000+ books) 65%</p> <p>336 pages (300 books) 0  336 pages (500 books) 15%  336 pages (750 books) 20%  336 pages (1000 books) 30%  336 pages (2000 books) 40%  336 pages (3000 books) 50%  336 pages (5000+ books) 65%</p> <p>368 pages (300 books) 0  368 pages (500 books) 15%  368 pages (750 books) 20%  368 pages (1000 books) 30%  368 pages (2000 books) 40%  368 pages (3000 books) 50%  368 pages (5000+ books) 65%</p> <p>SIN 874 4 Business writing workshops 5%</p> <p>SIN 874 4 Online instructor-led business writing courses 5%</p> <p>SIN 874 4 Customized business writing courses 5%</p>

7. Quantity discounts	<p>Volume discount of 2% for purchases of \$25,000 to \$49,999</p> <p>Volume discount of 4% for purchases of \$50,000 and above</p>
8. Prompt payment terms	None
9a. Government purchase cards at or below the micro-purchase threshold	Government purchase cards are accepted at or below the micro-purchase threshold.
9b. Government purchase cards are accepted above the micro-purchase threshold	Government purchase cards are accepted above the micro-purchase threshold.
9. Foreign items	None
11a. Time of delivery	<p>SIN 874 9 Business writing training book Ships within 24 hours when in stock. If out of stock, allow 4 weeks.</p> <p>SIN 874 9 Customized business writing training book Minimum of 3 months development, printing, and shipping time.</p> <p>SIN 874 4 Business writing workshops 3-week notice for scheduling a workshop. Workshops may occupy 1 to 3 days.</p> <p>SIN 874 4 Online instructor-led business writing courses Trainees begin within 24 hours of enrollment for up to 100. A one to two month requirement to start additional trainees over 100. Courses are self-pacing, normally requiring 25 to 35 hours of work. Trainees normally finish within two to three months.</p> <p>SIN 874 4 Customized business writing courses</p>

	<p>Requires 2 to 3 months development time. After development, trainees begin within 24 hours of enrollment.</p>
<p><b>11b. Items available for expedited delivery</b></p>	<p>SIN 874 9 Business writing training book Same day Priority mail when in stock.</p> <p>SIN 874 9 Customized business writing training book Expedited delivery for development not available</p> <p>SIN 874 4 Business writing workshops 2-week notice possible when Dr. Hogan is available</p> <p>SIN 874 4 Online instructor-led business writing courses  Trainees begin within 24 hours of enrollment for up to 100. A one to two month requirement to start additional trainees over 100.</p> <p>SIN 874 4 Customized business writing courses Requires 2 to 3 months development time. After development, trainees may begin the day of enrollment.</p>
<p><b>11c. Overnight and 2 day delivery</b></p>	<p>SIN 874 9 Business writing training book Ships overnight when in stock.</p> <p>SIN 874 9 Customized business writing training book Overnight and 2-day delivery for development not available.</p> <p>SIN 874 4 Business writing workshops Overnight and 2-day delivery for scheduling not available.</p> <p>SIN 874 4 Online instructor-led business writing courses  Trainees may begin the same day of enrollment. Training begins within 24 hours for up to 100. One to two month requirement to start additional trainees over 100.</p>

	<p>SIN 874 4 Customized business writing courses</p> <p>Overnight and 2-day delivery for development not available.</p> <p>After development, trainees may begin the day of enrollment.</p>
<b>11d. Urgent Requirements</b>	Agencies may contact The Business Writing Center to explore options for urgent requirements.
<b>12. F.O.B. point(s)</b>	Worldwide
<b>13a. Ordering address(es)</b>	<p>Fax: 309 452-9357</p> <p>The Business Writing Center, 2 Payne Place, Normal, IL 61761</p>
<b>13b. Ordering procedures</b>	<p>SIN 874 9 Business writing training book</p> <p>Fax: 309 452-9357</p> <p>Online orders: <a href="https://businesswriting.com/gsabookorder.htm">https://businesswriting.com/gsabookorder.htm</a></p> <p>SIN 874 9 Customized business writing training book</p> <p>Fax: 309 452-9357</p> <p>SIN 874 4 Business writing workshops</p> <p>Fax: 309 452-9357</p> <p>E-mail: <a href="mailto:r.craig.hogan@businesswriting.com">r.craig.hogan@businesswriting.com</a></p> <p>SIN 874 4 Online instructor-led business writing courses</p> <p>Fax: 309 452-9357</p> <p>Online registration: <a href="http://writingtrainers.com/register/gsaformdata.htm">http://writingtrainers.com/register/gsaformdata.htm</a></p> <p>SIN 874 4 Customized business writing courses</p> <p>Fax: 309 452-9357</p> <p>E-mail: <a href="mailto:r.craig.hogan@businesswriting.com">r.craig.hogan@businesswriting.com</a></p>
<b>14. Payment address(es)</b>	The Business Writing Center, 2 Payne Place, Normal, IL 61761
<b>15. Warranty provision</b>	Not applicable

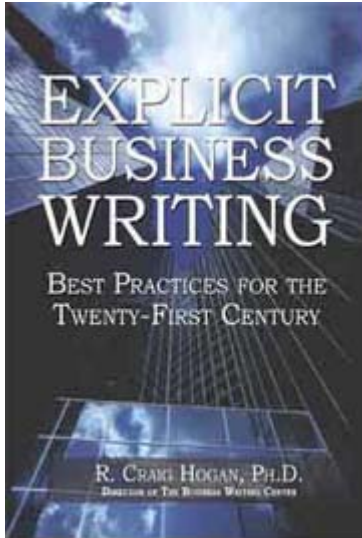
16. Export packing charges	None
17. Terms and conditions of Government purchase card acceptance	None
18. Terms and conditions of rental, maintenance, and repair	Not applicable
19. Terms and conditions of installation	Not applicable
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices	Not applicable
20a. Terms and conditions for any other services	Not applicable
21. List of service and distribution points	2 Payne Place, Normal, IL 61761
22. List of participating dealers	Not applicable
23. Preventive maintenance	Not applicable
24a. Special attributes such as environmental attributes	Not applicable
24b. Section 508 compliance information	Not applicable

25. Data Universal Number System (DUNS) number	625332200
26. Notification regarding registration in Central Contractor Registration (CCR) database	Registered in CCR

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## SIN 874 9 Business writing training book



Since 1997, The Business Writing Center has trained thousands of business writers from around the world. During that time, we have identified and refined a list of the best practices businesses are using today that create clear, concise, correct business writing.

R. Craig Hogan, Ph.D., director of The Business Writing Center, with 35 years of experience in teaching writing, has compiled the best practices into a valuable desk reference and training guide for business people: *Explicit Business Writing: Best Practices for the Twenty-First Century*. It contains the best practices, explanations of how to apply them, and examples of their use in e-mail, memos, letters, and reports.

### Book Reviews

You may read the very favorable reviews of the book at <http://writingtrainers.com/reviews.htm>. The reviewers are specialists in writing training who have sent reviews to the Business Writing Center.

### Table of Contents

The introduction and table of contents are at <http://explicit.businesswriting.com/openbook.html>.

### Purchase

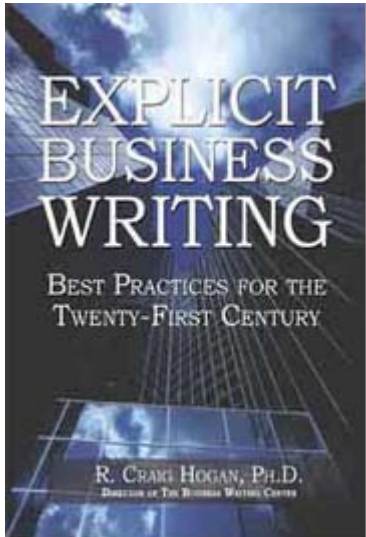
The book ships within 24 hours when in stock. Also, a free Acrobat electronic copy of the book downloads immediately after purchase. Go to <http://writingtrainers.com/gsabookorder.html> to purchase the book and receive the free Acrobat electronic copy immediately.

### Review Copies

Human resources officers and trainers who might use the book in their training may obtain review copies by sending your name, title, agency name, and address to [publications@businesswriting.com](mailto:publications@businesswriting.com).

Participants in the workshops Dr. Hogan teaches at agency sites receive a free copy of the book. After the workshop, each participant submits a writing sample to Dr. Hogan. He returns a written evaluation of the sample and a stamped certificate for framing, certifying that the participant has mastered the business writing best practices explained in the book.

# SIN 874 9 Customized business writing training book

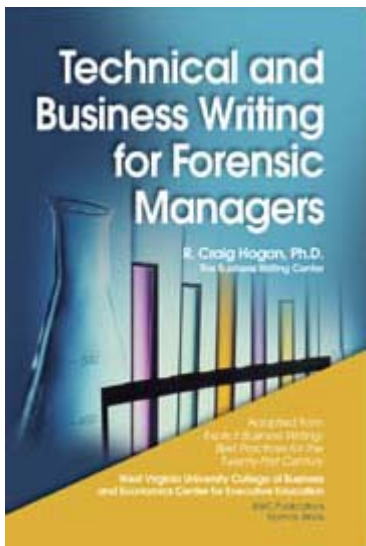


*Explicit Business Writing: Best Practices for the Twenty-First Century.* contains the best practices for business writing, explanations of how to apply them, and examples of their use in e-mail, memos, letters, and reports. It is a valuable training manual and desk reference that focuses solely on writing clearly to achieve business objectives. When all employees have the same training manual and desk reference, they all follow the same guidelines and know what it takes to produce explicitly clear writing.

The Business Writing Center will customize the book to include training in writing your agency normally produces and examples similar to your documents.

We will send a complimentary copy of the book to any agency considering having us customize it to their use.

## Creating a Customized Version of the Book



The book contains many generic examples because people learn best by seeing models of correct, effective writing. Ideally, though, the models should be examples of the types of documents your agency actually writes. The Business Writing Center will create a customized book for your agency using documents similar to those your agency writes, with a focus on the type of writing your employees produce. You or the Business Writing Center can then conduct business writing training based on the book. All employees will have a copy and follow the same standardized guidelines.

The first customized book was for crime laboratory directors. It has been a very successful experience. The text that follows is from the foreword to the book written by the Director of a Forensic Science Services Division of a state Sheriff-Coroner Department:

*The suggestions and recommendations offered in this book by Dr. Hogan give us an opportunity to further improve our field. This is a wake-up call for us to reconsider how we present our written information. Explicit writing gives us another opportunity to build better relationships and trust with those we serve—both our employees and our community. We cannot be misunderstood if we are taking the time and effort to write explicitly.*

*We should set goals to expect and deliver explicit writing in all our written work, resulting in 100 percent comprehension by 100 percent of the readers 100 percent of the time.*

*This book is an excellent resource for any forensic manager or supervisor. Dr. Hogan's experience in the area of explicit business writing will undoubtedly raise the bar in effective communication within our field. The concepts are new for us and may be uncomfortable for some. However, this information serves as a wonderful addition to any forensic laboratory by helping us to improve our communication. When put into practice, the recommendations also serve as a tool to further build our relationships with those we serve.*

## Process of Developing the Book

This is the process we go through. Someone at the agency makes any changes necessary in a Word copy of the book. For example, for the crime laboratory directors, we changed "businesses" and "companies" to "agencies" and "laboratories." The person adds example documents that fit the company or industry. We fine tune them to make them fit. As necessary, we rewrite to make the book fit the agency's unique needs. For example, we reorganized the forensic laboratory directors book so forensic reports were the first part of the book and other documents such as e-mail, memos, and letters were placed in the second half of the book because of the importance of forensic reports to the directors.

We have our designer create a book cover with the agency name or logo on the front and change the title. For the crime laboratory directors, the title is *Technical and Business Writing for Forensic Managers*. Someone from the organization writes a foreword to the book.

We create a new version of the book based on the comments and incorporating the samples. We submit it for review and changes as necessary. When the text is approved, we prepare the masters and print a run of perfect-bound (paperback) books with all the quality of the original.

We do not charge a fee for producing the book. Instead, we change the pricing to allow for our time and the costs of publication. The agency agrees to purchase the entire run of books.

For more information, contact the Center at [center@writingtrainers.com](mailto:center@writingtrainers.com) asking about customizing the book. Include your mailing address so we can send a complimentary copy to review.

# SIN 874 4 Business writing workshops

## General Summary

The Business Writing Skills workshop trains writers in how to structure explicitly clear e-mail, memos, letters, and reports. The workshop does not teach grammar. Grammar requires training over time using the trainee's documents as the basis. We recommend the online course, GSA110 Basic Writing Skills Tutorial, for training in grammar.

## Fees:

\$1,425 per day professional fee. Travel expenses are not part of this contract and will be the responsibility of the end user.

## Workshop Trainer:

R. Craig Hogan, Ph.D., director of the Business Writing Center, with 35 years' experience in teaching writing, is author of *Explicit Business Writing: Best Practices for the Twenty-First Century*, on which the workshop is based.

## Length:

1-day or 2-days, 9 a.m. to 4:30 p.m. with one hour for lunch

## Content:

The basic outline of the workshop follows. Participants receive a copy of the book, *Explicit Business Writing: Best Practices for the Twenty-First Century*.

### **Plan and organize every document.**

1. Decide what to include in the document.
2. Respond accurately and completely to requests.
3. Organize so readers understand and remember.

### **Build the communication infrastructure.**

4. Build teams and partnerships with clients.
5. Consider the reader's possible reaction to the subject and you.
6. Use an acceptable tone and level of formality.
7. Ask for and give feedback on the clarity and relevance of documents.

### **Prepare readers to understand and act.**

8. Write e-mail subject lines using words that alert the reader to the contents.
9. Open by explaining everything readers need to know to

understand fully why they are receiving the document

10. Open with actions the reader is expected to perform, actions you will perform, and any critical information the reader must know
11. Summarize conclusions and recommendations at the beginning.
12. Write a clear statement of the contents at the end of the introduction.

Provide a clear framework that guides readers.

13. Put information into clearly defined blocks.
14. Write explicit opening statements for blocks.
15. Open lists with statements of the contents.
16. Break out the lists with numbers and bullets.
17. Present information in a clear visual blueprint.
18. Use tables to organize the information.
19. End the document with a conclusion.
20. Include feedback loops that reflect the importance of the content.

Write explicitly clear explanations.

21. Write concrete, detailed descriptions of problems and issues
22. Write direct, unambiguous, complete requests
23. Use key terms consistently.
24. Fully explain the concept behind every new key term.
25. Have a clear focus for the document and for each part.
26. Write clear, complete instructions and procedures.
27. Provide sufficient, relevant evidence for statements.

Write clear, concise paragraphs, sentences, and words.

28. Write concisely.
29. Write clear, focused, organized paragraphs.

- 30. Write complete, simple, clear sentences
- 31. Use only simple punctuation.
- 32. Use words every intended reader will understand.

Write a final draft that has correct usage and clear formatting.

- 33. Polish and proofread all documents.
- 34. Use formatting that makes the text easy to read.

## SIN 874 4 Online, instructor-led business writing courses

### General Summary

The Business Writing Center offers 41 online writing courses, all led by faculty who receive student assignments and evaluate them based on the online course materials. The courses are self-pacing and individualized, so each trainee starts as soon as he or she registers and finishes at his or her own pace. The course materials for most courses are online and can be accessed using any standard Internet browser from anywhere in the world.

Some courses require textbooks. For GSA pricing, the Business Writing Center will arrange the purchase as part of the course tuition. As a result, the GSA tuition fees include the cost of books and shipping. There are no prerequisites for any of these courses.

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## Course Descriptions

### GSA85 Basic Grammar Essentials

The *Basic Grammar Essentials* course contains an overview of all of the areas of English usage important to business writers. The course begins with a pre-test to evaluate the trainee's knowledge coming into the course and ends with a post-test. Each lesson also has a pre-test and post-test.

The training materials include an online index for continued use of the reference tools after the course is finished. Course materials remain online for the duration of the course and may be purchased after the course is finished.

#### CONTENT

Course Pre-test

Lesson 1: Proofreading Principles

Lesson 2: Grammar and Punctuation

Practice Diagnostic Test

Lesson 3: Omissions, Additions, Typos  
Lesson 4: Number Accuracy  
Lesson 5: Transposition Errors  
Session 1 Optional Practice

Session 1 Diagnostic Test

Lesson 6: Abbreviations  
Lesson 7: Word Division  
Lesson 8: Number Expression  
Lesson 9: Capitalization

Session 2 Diagnostic Test

Lesson 10: Commas  
Lesson 11: Other Punctuation  
Lesson 12: Special Punctuation  
Lesson 13: Spelling  
Lesson 14: Confusing Words

Session 3 Diagnostic Test

Lesson 15: Subject/Verb Agreement  
Lesson 16: Pronoun Agreement  
Lesson 17: Using Defined Terms Consistently  
Lesson 18: Citing Sources

Session 4 Diagnostic Test

Course Post-test

#### PREREQUISITES

No severe basic writing skills problems.

#### TUITION

\$139 if you enroll for the course alone. 14% discount if you also enroll for GSA95: Basic Writing Essentials at the same time.

#### TEXT

All materials are online.

#### DURATION

Approximately 12 to 18 hours of study. All lessons must be completed within two months. If you enroll for both GSA85 and GSA95, you have four months to complete both courses in any order. You may have a one-time extension of a month for each course if you need the extra time to finish.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace.

## **GSA100 Basic Grammar for Business**

The *Basic Grammar for Business* course is for people who have a good

command of the English language, but would like to have an in-depth knowledge of grammar. The course is a survey, meaning that it covers all of the major rules of grammar and usage. You will go through a large part of a grammar textbook during the course.

The course is not designed for the average business person who has usage problems. It is for the business person who already has good language skills, but would like to learn the grammar rules well enough to polish his or her own writing and even edit or proofread others' writing.

#### **Alternative courses:**

If you have usage problems in your writing, we recommend the individualized course in which you learn only the usage rules that pertain to specific problems you have. The course is GSA110 Basic Writing Skills Tutorial.

If you have few usage problems but would like to learn to proofread your writing better and would like to have a general survey of the grammar rules without learning them in-depth, we recommend the Editing, Polishing, and Proofreading Your Business Writing course. It explains the most important grammar rules briefly, basic proofreading skills, and some editing skills.

List of usage areas covered in the Basic Grammar for Business course:

#### **Developing clear, correct sentences**

1. Combining sentences
2. Avoiding dangling and misplaced modifiers
3. Using adverbs correctly
4. Using modifiers correctly
5. Avoiding passive voice

#### **Using punctuation correctly**

6. Using apostrophes correctly
7. Using semicolons correctly
8. Using periods after polite questions
9. Using dashes correctly
10. Using quotation marks correctly
11. Using colons correctly
12. Avoiding comma overuse
13. Commas with "who" and "which"
14. Commas in a series
15. Commas with parenthetical elements
16. Commas with introductory elements
17. Commas with dates
18. Commas with coordinating conjunctions
19. Commas with conjunctive adverbs
20. Commas with conjunctions
21. Commas with restrictive and non-restrictive clauses
22. Commas with appositives

### Using other usage skills correctly

23. Capitalizing correctly
24. Using numbers correctly
25. Keep constructions parallel
26. Using "who" and "whom" correctly

### Proofreading effectively

27. Proofreading principles
28. Proofreading techniques

### PREREQUISITES

Basic command of the English language, but some consistent problems in usage.

### TUITION

\$356 (includes a grammar textbook)

### TEXTS

Grammar textbook

### DURATION

19 lessons, approximately 26 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm>. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA110 Basic Writing Skills Tutorial

The *Basic Writing Skills* course is for people who have a good command of the English language, but have basic usage problems such as consistent errors in grammar, syntax, punctuation, and spelling. It is suitable for nonnative speakers of English as well as people who are native speakers.

The course helps trainees learn new patterns to replace the old by using their own sentences as examples. The teaching, practice, and tests are based on the trainee's own writing as much as possible. It is highly individualized. The instructor carefully evaluates five writing samples and prescribes study and practice based on the trainee's unique needs. Trainees work on only the specific skills they need to learn.

The skills evaluated and taught are not limited to these, but most business writers need training in these areas:

- Abbreviations
- Adverbs
- Affect - Effect
- Apostrophes to Show Possession
- Articles
- Dangling and Misplaced Modifiers
- Ellipses
- Errors Unique to My Writing
- Formatting
- Pronouns
- Proofreading
- Questions
- Quotation Marks
- Run-on Sentences

- Bolding
- Capitalization
- Colloquialisms
- Colons
- Commas and Periods with Quotation Marks
- Comma Overuse
- Commas in a Series
- Commas with "However," "Therefore," "Thus"
- Commas with Coordinate Adjectives
- Commas with Coordinating Conjunctions
- Commas with Dates, States, Addresses, and Numbers
- Commas with Introductory Elements
- Commas with Nonrestrictive Appositives
- Commas with Nonrestrictive Elements
- Commas with Parenthetical Elements
- Commonly Confused Word Pairs
- Conciseness
- Consistency
- Contractions
- Fragment Sentences
- Gerunds, Infinitives, and Participles
- Hyphens and Dashes
- Hyphens with Compound Adjectives
- Hyphens with Numbers
- Hyphens with Prefixes and Compound Words
- Idioms and Word Usage
- Lists
- Modal Auxiliary Verbs
- Mood Shift
- Number (Singular or Plural)
- Numbers Format
- Omitting Space or Inserting Too Much Space
- Parallelism in Lists and Sentences
- Parentheses
- Passive Voice
- Periods
- Plurals
- Prepositions
- Pronoun Reference
- Pronoun-Antecedent Agreement
- Run-ons using "Therefore," "However"
- Semicolons
- Simple Sentence Structures
- Simple Vocabulary
- Slashes
- Spelling
- Subject/Verb Agreement
- Tense Endings
- Tense Shifts
- Tense
- "There," "Their," and "They're,"
- Using Case Correctly
- Using Key Words
- "Whom," "That," and "Which"
- Word Choice
- Word Omitted
- Word Unnecessary
- Wordiness
- Wording Problems

#### PREREQUISITES

Basic command of the English language.

#### TUITION

\$394 (includes a grammar textbook)

#### TEXTS

Grammar textbook

#### DURATION

Five writing samples, approximately 24 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration. Complete lessons at your own pace; finish within six months.

## GSA310 Basic Grammar and Writing Skills for Business

The *Basic Grammar and Writing Skills for Business* course combines parts of the *Basic Writing Skills* course and *Business Writing Skills* courses. The focus is on providing the business writer who has some usage problems with the instruction to make his or her writing clear, effective, and correct. Business people with many basic writing skills problems should take GSA110 Basic Writing Skills course.

The course uses the lessons from the Business Writing Skills course without the 12 practice activities. The time the trainee would have spent on the practice activities is devoted to the grammar training in GSA310.

The training materials include an online index for continued use of the reference tools after the course is finished. Course materials remain online for trainees to use.

## **BUSINESS WRITING CONTENT**

### **Pre-write**

- Follow e-mail protocol.
- Set goals.
- Know your readers.
- Choose strategies based on the goals and readers.
- Use a standard letter format.
- Use a standard memo format.

### **Prepare the Information**

- Learn how to overcome writer's block
- Prepare notes for your e-mail, memo, letter, or report.

### **Organize the Writing**

- Have an organizational pattern in mind.
- Use special organizational patterns for some messages.

### **Introduce the Content**

- For e-mails and memos, write a meaningful subject line.
- For letters, use a "Subject" or "Re" line if your company customarily uses it.
- Write a clear, complete e-mail introduction.
- Write a clear, complete report introduction.
- Write a clear, complete letter introduction.
- Write a clear, complete memo introduction.
- For e-mails, letters, and memos, write a cordial beginning.
- State the contents of the e-mail, letter, or memo.
- State the contents of the report.
- For reports, state conclusions and recommendations in the introduction.

### **Write a Clear Document**

- Write the explanations in blocks.
- Keep explanations of a subject together in one block.
- Check each block for focus.
- Check each block for completeness.
- Open each block with a statement of the contents.
- Use headings to open blocks.
- Bold field or data names to identify them as blocks.
- Create lists.
- Open list blocks.
- Mark the list items clearly.
- Keep list items in a single list.
- Keep list items in the same format.
- For reports, present information in tables when possible.

### **Write Clear, Complete Explanations**

- Write to build conclusions in the reader's mind.
- For reports, write clear, complete, relevant explanations.
- Use key words consistently.
- Fully explain each new concept word or phrase.

Use full phrases to define words clearly.

**Write a Conclusion with Impact**

Write a conclusion that achieves your goals.

**Write Clear, Effective Sentences, Paragraphs, and Words**

Use paragraphs to organize information.

Write concisely.

Combine sentences to show relationships. Separate sentences to make them clearer.

Write clear, simple, straightforward sentences.

Write strong, direct sentences.

For reports, write clearly and simply for non-technical readers.

Use words the reader will understand.

**Prepare a Polished, Correct Final Draft**

Use your spell checker and grammar checker.

Proofread.

Format the e-mail to be readable.

**USAGE TRAINING CONTENT**

Course Pre-test

Lesson 1: Proofreading Principles

Lesson 2: Grammar and Punctuation

Practice Diagnostic Test

Lesson 3: Omissions, Additions, Typos

Lesson 4: Number Accuracy

Lesson 5: Transposition Errors

Session 1 Optional Practice

Session 1 Diagnostic Test

Lesson 6: Abbreviations

Lesson 7: Word Division

Lesson 8: Number Expression

Lesson 9: Capitalization

Session 2 Diagnostic Test

Lesson 10: Commas

Lesson 11: Other Punctuation

Lesson 12: Special Punctuation

Lesson 13: Spelling

Lesson 14: Confusing Words

Session 3 Diagnostic Test

Lesson 15: Subject/Verb Agreement

Lesson 16: Pronoun Agreement

Lesson 17: Using Defined Terms Consistently

Lesson 18: Citing Sources

Session 4 Diagnostic Test

Course Post-test

**PREREQUISITES**

No severe basic writing skills problems.

**TUITION**

\$280

**TEXT**

All materials are online.

**DURATION**

Approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

**ENROLLMENT AND START DATES**

Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm>. Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, within six months.

## GSA421 Business Report Writing

The *Business Report Writing* course teaches the skills required to write clear, explicit business reports. It focuses on the structure critical to all reports, so it provides the basic knowledge any report writer can use for any report.

**CONTENT**

**Plan the Report**

1. Set goals.
2. Know your readers.
3. Choose strategies based on the goals and readers.

**Competency Examination 1**

**Submit a report.**

**Prepare Your Notes**

4. Learn how to overcome writer's block.
5. Prepare notes for your report.

**Organize the Writing**

6. Have an organizational pattern in mind.
7. Use special organizational patterns for some messages.

**Introduce the Content**

8. Write a clear, complete report introduction.
9. State the contents of the report.
10. State conclusions and recommendations in the introduction.

**Present Explanations in Blocks**

11. Write the explanations in blocks.
12. Keep explanations of a subject together in one block.

13. Check each block for focus.
14. Check each block for completeness.
15. Open each block with a statement of the contents.
16. Use headings to open blocks.
17. Bold field or data names to identify them as blocks.

### **Competency Examination 2**

**Submit a report.**

#### **Present Lists Clearly**

18. Create lists.
19. Open list blocks.
20. Mark the list items clearly.
21. Keep list items in a single list.
22. Keep list items in the same format.
23. Present information in tables when possible.
24. Consider information blueprinting to be explicit.

### **Competency Examination 3**

**Submit a report.**

#### **Write Clear, Complete Explanations**

25. Write to build conclusions in the reader's mind.
26. For reports, write clear, complete, relevant explanations.
27. Use key words consistently.
28. Fully explain each new concept word or phrase.
29. Use full phrases to define words clearly.

#### **Write Conclusions that Have Impact**

30. Write a conclusion that achieves your goals.

### **Competency Examination 4**

**Submit a report.**

#### **Write Clear, Effective Paragraphs, Sentences, and Words**

31. Use paragraphs to organize information.
32. Write concisely.
33. Combine sentences to show relationships.  
Separate sentences to make them clearer.
34. Write clear, simple, straightforward sentences.
35. Write strong, direct sentences.
36. Write clearly and simply for non-technical readers.
37. Use words the reader will understand.

#### **Prepare a Polished, Correct Final Draft**

38. Use your spell checker and grammar checker.
39. Proofread.

### **Competency Examination 5**

**Submit a report.**

#### **PREREQUISITES**

No severe usage problems

#### **TUITION**

\$280

#### TEXTS

All course materials are online.

#### DURATION

The course has 39 skill guidelines. It requires approximately 26 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA420 Business Research Report Writing

The *Business Research Report Writing Skills* course teaches business researchers how to prepare reports summarizing the results of their research for use by internal clients in accomplishing business goals. One specific example of such a report is the report that presents information about a potential customer to enable account representatives, marketing specialists, and strategic planners to enhance or develop a business relationship with the potential customer.

The course teaches the researcher how to decide what information is pertinent and how to summarize or synthesize the information into a coherent presentation without interjecting bias.

#### CONTENT

Diagnostic 1: Initial diagnosis of writing ability

Lesson 1: The client and audience

Lesson 2: Objectives and specifications for the research report

Lesson 3: Methods of filtering and recording information

Lesson 4: Facts, conclusions, inferences, and judgments

Lesson 5: Paraphrasing, summarizing, synthesizing, and filtering objectively

Diagnostic 2: Writing objectively

Lesson 6: Organizing

Lesson 7: Using guideposts for clarity

Diagnostic 3: Synthesizing and organizing

Lesson 8: Writing clearly

Lesson 9: Bibliographic methods

Diagnostic 4: Complete sample report

Lesson 10: Editing

Lesson 11: Writing concisely

Lesson 12: Research report format and publishing

Lesson 13: Proofreading

Diagnostic 5: Final complete report

**PREREQUISITES**

Basic library research skills; no severe usage problems

**TUITION**

\$299 (includes a bibliography style manual)

**TEXTS**

Bibliography style manual

**DURATION**

13 lessons, approximately 26 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

**ENROLLMENT AND START DATES**

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA95 Business Writing Essentials

The *Business Writing Essentials* course teaches students how to write letters, e-mails, memos, and reports that people understand and take seriously. The course is designed to help students feel they can write an e-mail tomorrow morning confident that it will be understood and generate the desired response.

The course uses the same training materials as the Business Writing Skills course, but without the practice activities. The trainer evaluates four competency examinations. The reduced trainer time results in the reduced tuition. As with all other Business Writing Center courses, trainees still have unlimited access to the instructor to ask questions during the course.

**CONTENT**

**Pre-write**

- Follow e-mail protocol.
- Set goals.
- Know your readers.
- Choose strategies based on the goals and readers.
- Use a standard letter format.
- Use a standard memo format.

**Prepare the Information**

- Learn how to overcome writer's block
- Prepare notes for your e-mail, memo, letter, or report.

**Organize the Writing**

- Have an organizational pattern in mind.
- Use special organizational patterns for some messages.

**Introduce the Content**

- For e-mails and memos, write a meaningful subject line.

For letters, you may use a "Subject" or "Re" line.  
Write a clear, complete e-mail introduction.  
Write a clear, complete report introduction.  
Write a clear, complete letter introduction.  
Write a clear, complete memo introduction.  
For e-mails, letters, and memos, write a cordial beginning.  
State the contents of the e-mail, letter, or memo.  
State the contents of the report.  
Begin with conclusions or recommendations.

#### **Write a Clear Document**

Write the explanations in blocks.  
Keep explanations of a subject together in one block.  
Check each block for focus.  
Check each block for completeness.  
Open each block with a statement of the contents.  
Use headings to open blocks.  
Bold field or data names to identify them as blocks.  
Create lists.  
Open list blocks.  
Mark the list items clearly.  
Keep list items in a single list.  
Keep list items in the same format.  
For reports, present information in tables when possible.

#### **Write Clear, Complete Explanations**

Write to build conclusions in the reader's mind.  
For reports, write clear, complete, relevant explanations.  
Use key words consistently.  
Fully explain each new concept word or phrase.  
Use full phrases to define words clearly.

#### **Write a Conclusion with Impact**

Write a conclusion that achieves your goals.

#### **Write Clear, Effective Sentences, Paragraphs, and Words**

Use paragraphs to organize information.  
Write concisely.  
Combine sentences to show relationships. Separate sentences to make them clearer.  
Write clear, simple, straightforward sentences.  
Write strong, direct sentences.  
For reports, write clearly and simply for non-technical readers.  
Use words the reader will understand.

#### **Prepare a Polished, Correct Final Draft**

Use your spell checker and grammar checker.  
Proofread.  
Format the e-mail to be readable.

#### **PREREQUISITES**

Basic command of the English language with no serious usage problems.

#### **TUITION**

\$139 if you enroll for the course alone. 14% discount if you also enroll for GSA85: Basic Grammar Essentials at the same time.

## TEXT

All text materials are online.

## DURATION

Approximately 12 to 18 hours of study. All lessons must be completed within two months. If you enroll for both GSA85 and GSA95, you have four months to complete both courses in any order. You may have a one-time extension of a month for each course if you need the extra time to finish.

## ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace.

# GSA210 Business Writing Skills

The *Business Writing Skills* course teaches trainees how to write letters, e-mails, memos, and reports that people understand and take seriously. The course is designed to help trainees feel they can write a document tomorrow morning confident that it will be understood and generate the desired response.

The training materials include an online index for continued use of the reference tools after the course is finished.

## CONTENT

### Pre-write

- Follow e-mail protocol.
- Set goals.
- Know your readers.
- Choose strategies based on the goals and readers.
- Use a standard letter format.
- Use a standard memo format.

### Prepare the Information

- Learn how to overcome writer's block
- Prepare notes for your e-mail, memo, letter, or report.

### Organize the Writing

- Have an organizational pattern in mind.
- Use special organizational patterns for some messages.

### Introduce the Content

- For e-mails and memos, always write a clear, meaningful subject line.
- For letters, use a "Subject" or "Re" line if your company customarily uses it.
- Write a clear, complete e-mail introduction.
- Write a clear, complete report introduction.
- Write a clear, complete letter introduction.
- Write a clear, complete memo introduction.
- For e-mails, letters, and memos, write a cordial beginning or buffer.

State the contents of the e-mail, letter, or memo.  
State the contents of the report.  
For reports, state conclusions and recommendations in the introduction.

#### **Write a Clear Document**

Write the explanations in blocks.  
Keep explanations of a subject together in one block.  
Check each block for focus.  
Check each block for completeness.  
Open each block with a statement of the contents.  
Use headings to open blocks.  
Bold field or data names to identify them as blocks.  
Create lists.  
Open list blocks.  
Mark the list items clearly.  
Keep list items in a single list.  
Keep list items in the same format.  
For reports, present information in tables when possible.

#### **Write Clear, Complete Explanations**

Write to build conclusions in the reader's mind.  
For reports, write clear, complete, relevant explanations.  
Use key words consistently.  
Fully explain each new concept word or phrase.  
Use full phrases to define words clearly.

#### **Write a Conclusion with Impact**

Write a conclusion that achieves your goals.

#### **Write Clear, Effective Sentences, Paragraphs, and Words**

Use paragraphs to organize information.  
Write concisely.  
Combine sentences to show relationships. Separate sentences to make them clearer.  
Write clear, simple, straightforward sentences.  
Write strong, direct sentences.  
For reports, write clearly and simply for non-technical readers.  
Use words the reader will understand.

#### **Prepare a Polished, Correct Final Draft**

Use your spell checker and grammar checker.  
Proofread.  
Format the e-mail to be readable.

#### **PREREQUISITES**

Basic command of the English language with no serious usage problems.

#### **TUITION**

\$280

#### **TEXT**

All text materials are online.

#### **DURATION**

Approximately 24 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA520 Coaching through Writing Actual Documents

In the GSA520 *Coaching through Writing Actual Documents* course, the instructor evaluates drafts of actual documents and coaches the business person through revising them to produce a polished final draft. The documents may be e-mail, memos, letters, proposals, personnel documents, or any type of report. The participant learns while producing high-quality final documents.

The number of documents depends on their length, but normally the course goes through three longer documents or up to six shorter.

#### PREREQUISITES

None

#### TUITION

\$375

#### TEXTS

Vary

#### DURATION

The work varies because the course is individualized. All work must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your instructor will contact you and work with you to develop your individualized course of study. Complete lessons at your own pace, as long as you finish them within six months.

## GSA330 Comprehensive Understanding of English Usage

After August 1, 2007, GSA100 Basic Grammar for Business will replace this course. Refer to GSA100 for more information. The *Comprehensive Understanding of English Usage* course consists of 19 lessons reviewing all of the major areas of English usage. You will be tested at the end of every lesson and will receive your test scores immediately. The scores will be e-mailed to your instructor.

Because of the amount of work involved in the course, there are no writing assignments. You must study and learn conscientiously until you are ready to take the test for each lesson.

## CONTENT

- Parts of Speech and Sentence Structures
- Verbs
- Case and Pronoun Reference
- Agreement, Adjectives, and Adverbs
- Sentence Problems: Fragments, Splices
- Awkward Sentences
- Conciseness, Coordination/Subordination, Parallelism
- Sentence Variety and Emphasis, the Meaning of Words
- The Effect of Words, Spelling, Hyphenation
- Periods and Commas
- Semicolons, Colons, Apostrophes, Quotation Marks
- Dashes, Parentheses, Brackets, Ellipses, Slashes, Capitals, Italics, Abbreviations, and Numbers

## PREREQUISITES

Basic command of the English language with few basic usage problems. This course is not intended for people who have basic usage problems. It assumes that the trainee has few or no usage problems and wants to learn more about English usage.

## TUITION

\$346 (includes textbook)

## TEXT

Grammar textbook

## DURATION

19 lessons, approximately 36 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

## ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

# GSA320 Editing, Polishing, and Proofreading Your Business Writing

The Business Writing Center developed the *Editing, Polishing, and Proofreading Your Business Writing* course to provide business writers with the skills they need to be able to understand basic grammar rules and proofread their own writing. It is not so rigorous as the *Proofreading Skills* course, but teaches more grammar and proofreading skills than are included in the *Business Writing Skills* course.

## CONTENT

- Lesson 1: Edit to Give the Document Cohesiveness
- Lesson 2: Edit Paragraphs for Focus and Continuity

### **Competency Examination 1**

Lesson 3: Know the Basic Structure of a Sentence  
Lesson 4: Build Meaningful Sentences  
Lesson 5: Write Effective Sentences  
Lesson 6: Add Sentence Variety  
Lesson 7: Work with Problem Sentences

### **Competency Examination 2**

Lesson 8: Write Concisely  
Lesson 9: Use Clear Words for Concepts

### **Competency Examination 3**

Lesson 10: Proofreading Skills  
Lesson 11: Typos, Accuracy, Transpositions  
Lesson 12: Abbreviations, Numbers, Capitalization  
Lesson 13: Commas, Other Punctuation, Spelling  
Lesson 14: Subject/Verb, Pronouns

### **Competency Examination 4**

#### PREREQUISITES

Good command of English with few basic usage problems. The course is not for business people who need to learn how to avoid basic problems in grammar, syntax, punctuation, and spelling. Those with such writing problems should enroll in the GSA110, Basic Writing Skills Tutorial.

#### TUITION

\$280

#### TEXTS

Materials are online.

#### DURATION

14 lessons and four competency examinations require approximately 36 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration. Complete lessons at your own pace, within six months.

## **GSA410 Editing Skills**

The *Editing Skills* course teaches trainees how to manage editing projects and rewrite to polish documents. Trainees learn how to

- edit sentences to make them clear, concise, cohesive, and elegant
- develop paragraphs that are clearly organized
- select vocabulary that is accurate and descriptive
- edit for organization so you can produce documents that readers cannot misunderstand

## CONTENT

Lesson 1: Prepare for Editing.  
 Lesson 2: Edit to Give the Document Focus.  
 Lesson 3: Edit to Give the Document Cohesiveness.  
 Lesson 4: Edit the Introduction, Format, and Conclusion.

### **Competency Examination 1**

Lesson 5: Edit Paragraphs for Focus and Continuity.  
 Lesson 6: Edit Paragraphs for Emphasis and Variety.

### **Competency Examination 2**

Lesson 7: Know the Basic Structure of a Sentence.  
 Lesson 8: Build Meaningful Sentences.  
 Lesson 9: Write Effective Sentences.  
 Lesson 10: Add Sentence Variety.  
 Lesson 11: Work with Problem Sentences.

### **Competency Examination 3**

Lesson 12: Write Concisely.  
 Lesson 13: Use Precise Words.  
 Lesson 14: Use Clear Words for Concepts.

### **Competency Examination 4**

## PREREQUISITES

Requires good English language skills with few or no consistent usage problems.

## TUITION

\$280

## TEXTS

All text materials are online.

## DURATION

14 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

## ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA220 Explicit Business Writing

The *Explicit Business Writing* course teaches trainees the best practices explained in the book, *Explicit Business Writing: Best Practices for the Twenty-First Century*.

### CONTENT

Trainees master all of the following skills and demonstrate mastery in writing examinations:

#### **Plan and organize.**

- Have clear objectives.
- Provide information that suits the reader's knowledge of the subject, educational background, technical expertise, need for concrete explanations, and need for depth of knowledge.
- Include everything every intended reader needs to achieve your objectives.
- Respond to requests by providing precisely what the person asked for, under the conditions specified.
- Give readers the information they need at the specific points where they need it for maximum understanding.
- When readers have differing needs or abilities, write different versions or sections of the document to match the readers' needs and abilities.
- Present topics in the same order throughout and link all the contents in each part.

#### **Build the communication infrastructure.**

- In e-mails, letters, and memos, write thanks, commendations, and genuine statements of good will that build teams and partnerships with clients.
- Present the information with consideration for the reader's possible reaction to the subject and you.
- Use the tone and level of formality that fit the objectives and the reader.
- Ask for and give feedback on the clarity and relevance of documents and writing.

#### **Prepare readers to understand and act.**

- Write e-mail subject lines using words that alert the reader to the contents, required action, or critical information in the e-mail.
- In the introduction, explain everything readers need to know to understand fully why they are receiving the document.
- In the introduction, describe all actions the reader is expected to perform and any critical information the reader must know.
- Summarize conclusions and recommendations at the beginning.

- Write a clear statement of the contents at the end of the introduction so readers know what to expect and can prepare for reading.

**Provide a clear framework that guides readers.**

- Put the information into clearly defined blocks that the reader can read, understand, and remember, one block at a time.
- For each information block, write an explicit opening statement the reader can use to begin putting the block's details into a framework.
- For lists with items that are each several paragraphs or pages long, open the lists with statements of the contents and open each list item with a description of the item's contents.
- For lists with items that are a few lines long, break out the lists with numbers and bullets.
- Present information in a clear visual blueprint so readers can see the organization as they read.
- Use tables to organize the information so readers can place the details into a clear framework.
- End the document with a conclusion that helps readers achieve your objectives.
- Include feedback loops that reflect the importance of the content and your assessment of the likelihood this reader will understand or act as expected.

**Use explicitly clear explanations.**

- Write concrete, detailed descriptions of problems and issues.
- Write requests that state directly, unambiguously, and completely what you are requesting.
- Use key terms consistently.
- Fully explain the concept behind every new key term as the reader encounters it.
- Have a clear focus for the document and for each part.
- Communicate technical subjects clearly to non-technical readers.
- Write instructions and procedures that are complete and concrete.
- Provide sufficient, relevant evidence for statements.

**Write clear, concise paragraphs, sentences, and words.**

- Write concisely.
- Write clear, focused, organized paragraphs that help readers identify, understand, and remember concepts.
- Write sentences that are complete, simple, clear, and straightforward.
- Use only simple punctuation.
- Use words every intended reader will understand.

**Write a final draft that has correct usage (grammar, punctuation, and spelling) and uses clear formatting.**

- Polish and proofread all documents.
- Use formatting that makes the text easy to read.

#### PREREQUISITES

Requires good English language skills with few or no consistent usage problems.

#### TUITION

\$280 (includes textbook)

#### TEXTS

Explicit Business Writing: Best Practices for the Twenty-First Century

#### DURATION

13 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA225 Explicit Business Writing with Additional Training

*GSA225 Explicit Business Writing with Additional Training* is a thorough, in-depth, competency-based course that teaches all the best practices that business-writing professionals now know create explicit e-mail, memos, letters, and reports. It is competency based, so it teaches the skills to a mastery level. The training is sufficiently thorough that graduates are able to edit others' work and teach the principles. As such, it is suitable for training trainers. We know of no other training program in business writing that teaches these best practices and no other that teaches business writing skills to a mastery level of competence.

The course is taught by R. Craig Hogan, Ph.D., author of the book, *Explicit Business Writing: Best Practices for the Twenty-First Century*. The course includes a free copy of the book and teaches all of the best practices explained in the text. It contains 39 activities and 17 competency examination writing samples that Dr. Hogan evaluates. As such, it requires the amount of work expected in a three-credit-hour college course.

#### CONTENT

Trainees master all of the following skills and demonstrate mastery in writing:

### **Plan and organize.**

- Have clear objectives.
- Provide information that suits the reader's knowledge of the subject, educational background, technical expertise, need for concrete explanations, and need for depth of knowledge.
- Include everything every intended reader needs to achieve your objectives.
- Respond to requests by providing precisely what the person asked for under the conditions specified.
- Give readers the information they need at the specific points where they need it for maximum understanding.
- When readers have differing needs or abilities, write different versions or sections of the document to match the readers' needs and abilities.
- Present topics in the same order throughout and link all the contents in each part.

### **Build the communication infrastructure.**

- In e-mails, letters, and memos, write thanks, commendations, and genuine statements of good will that build teams and partnerships with clients.
- Present the information with consideration for the reader's possible reaction to the subject and you.
- Use the tone and level of formality that fit the objectives and the reader.
- Ask for and give feedback on the clarity and relevance of documents and writing.

### **Prepare readers to understand and act.**

- Write e-mail subject lines using words that alert the reader to the contents, required action, or critical information in the e-mail.
- In the introduction, explain everything readers need to know to understand fully why they are receiving the document.
- In the introduction, describe all actions the reader is expected to perform and any critical information the reader must know.
- Summarize conclusions and recommendations at the beginning.
- Write a clear statement of the contents at the end of the introduction so readers know what to expect and can prepare for reading.

### **Provide a clear framework that guides readers.**

- Put the information into clearly defined blocks that the reader can read, understand, and remember, one block at a time.
- For each information block, write an explicit opening statement the reader can use to begin putting the block's details into a framework.
- For lists with items that are each several paragraphs or pages

long, open the lists with statements of the contents and open each list item with a description of the item's contents.

- For lists with items that are a few lines long, break out the lists with numbers and bullets.
- Present information in a clear visual blueprint so readers can see the organization as they read.
- Use tables to organize the information so readers can place the details into a clear framework.
- End the document with a conclusion that helps readers achieve your objectives.
- Include feedback loops that reflect the importance of the content and your assessment of the likelihood this reader will understand or act as expected.

#### **Use explicitly clear explanations.**

- Write concrete, detailed descriptions of problems and issues.
- Write requests that state directly, unambiguously, and completely what you are requesting.
- Use key terms consistently.
- Fully explain the concept behind every new key term as the reader encounters it.
- Have a clear focus for the document and for each part.
- Communicate technical subjects clearly to non-technical readers.
- Write instructions and procedures that are complete and concrete.
- Provide sufficient, relevant evidence for statements.

#### **Write clear, concise paragraphs, sentences, and words.**

- Write concisely.
- Write clear, focused, organized paragraphs that help readers identify, understand, and remember concepts.
- Write sentences that are complete, simple, clear, and straightforward.
- Use only simple punctuation.
- Use words every intended reader will understand.

#### **Write a final draft that has correct usage (grammar, punctuation, and spelling) and uses clear formatting.**

- Polish and proofread all documents.
- Use formatting that makes the text easy to read.

#### **PREREQUISITES**

Requires good English language skills with few or no consistent usage problems.

#### **TUITION**

\$565 (includes textbook)

## TEXTS

*Explicit Business Writing: Best Practices for the Twenty-First Century*

## DURATION

39 activities and 17 competency examinations, requiring 50 to 60 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish.

## ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your course materials will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

# GSA430 Grant-Writing Skills

The *Grant-Writing Skills* course teaches trainees how to develop grant proposals from conception of the concept through publishing the proposal. The course pertains to proposals for private companies, non-profit agencies and foundations, and government agencies. Trainees produce a grant proposal for a hypothetical or real granting entity. If trainees are currently working on grant proposals, the proposals will be used as the projects in the course.

## CONTENTS

- Lesson 1: Course Introduction
- Lesson 2: Getting to Know Granting Agencies
- Lesson 3: Preparing to Develop the Grant
- Lesson 4: Developing the Grant Idea
- Lesson 5: Developing the Statement of Purpose
- Lesson 6: Developing the Statement of Need
- Lesson 7: Developing the Project Description
- Lesson 8: Developing the Qualifications
- Lesson 9: Developing the Budget
- Lesson 10: Packaging
- Lesson 11: Procedures for Preparing the Grant
- Lesson 12: Variations on the Proposal Format
- Lesson 13: Evaluation of Sample Proposals

## PREREQUISITES

Good English language skills with few or no usage problems.

## TUITION

\$346 (includes two grant-writing textbooks)

## TEXTS

Two grant-writing textbooks

## DURATION

13 lessons, approximately 36 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA510 Individualized Writing Course

The *Individualized Writing Course* is developed based on the trainee's needs or wishes to pursue an area of writing skills. Trainees may have a clear conception of what they would like to learn, or may ask the instructor to diagnose their writing and develop an individualized course of study.

Trainees may combine portions of existing courses. For example, one trainee wanted to learn both business writing and editing skills, so the instructor combined lessons from the two courses into an individualized course.

#### PREREQUISITES

None

#### TUITION

\$375

#### TEXTS

Vary

#### DURATION

The work varies because the course is individualized. All work must be completed within four months, with a one-time two-month extension if you need the time to finish.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your instructor will contact you and work with you to develop your individualized course of study. Complete lessons at your own pace, as long as you finish them within six months.

## GSA130 Individualized Writing for Nonnative Speakers of English

The *Individualized Writing for Nonnative Speakers of English* course is for people who have a good command of the English language, but have basic usage problems resulting from speaking English as a second language.

The course helps trainees learn new patterns to replace the old by using their own sentences as examples. The teaching, practice, and tests are based on the trainee's own writing as much as possible. It is highly individualized. The instructor carefully evaluates five writing samples and prescribes study and practice based on the trainee's unique needs. Trainees work on only the specific skills they need to learn.

#### PREREQUISITES

Basic command of the English language.

#### TUITION

\$394 (includes a grammar textbook)

#### TEXTS

Grammar textbook

#### DURATION

Coaching through five writing samples. The instructor evaluates one sample at a time, provides a report on errors and skills needed for each sample, coaches the person through learning the skills, provides assignments from the grammar textbook, and tests whether the skills have been learned. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm>. Your syllabus will be online as soon as possible. Complete lessons at your own pace, as long as you finish them within six months.

## GSA480 Legal Proofreading Skills

The *Legal Proofreading Skills* course trains those in legal professions to proofread effectively. It contains a review of proofreading principles and techniques, followed by a review of English usage, ending with lessons on legal definitions and checking citations. The course includes pre- and post-tests for each lesson.

#### CONTENT

Lesson 1: Proofreading principles  
Lesson 2: Proofreading techniques  
Lesson 3: Omissions, additions, typos  
Lesson 4: Number accuracy  
Lesson 5: Transposition errors  
Lesson 6: Abbreviations  
Lesson 7: Word division  
Lesson 8: Number expression  
Lesson 9: Capitalization  
Lesson 10: Commas  
Lesson 11: Other punctuation  
Lesson 12: Special punctuation  
Lesson 13: Spelling  
Lesson 14: Confusing words  
Lesson 15: Subject/verb agreement  
Lesson 16: Pronoun agreement  
Lesson 17: Using defined terms consistently  
Lesson 18: Citations

#### PREREQUISITES

Basic command of the English language with few usage problems.

#### TUITION

\$166

#### TEXTS

Online

#### DURATION

18 lessons, approximately 12 to 24 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA485 Legal Writing Skills

The *Legal Writing Skills* course trains anyone working in a legal profession to write effectively, especially attorneys.

#### CONTENT

Lesson 1: Have clear objectives.

Lesson 2: Know the reader.

#### **Competency exam 1**

Lesson 3: Use content to accomplish objectives.

Lesson 4: Check organization and reorganize.

Lesson 5: Write clear openings for new information.

Lesson 6: Use explicit guideposts for readers.

#### **Competency exam 2**

Lesson 7: Use strategies to have the impact you want.

Lesson 8: Quote and cite correctly.

#### **Competency exam 3**

Lesson 9: Use key words, definitions, explanations, and examples.

Lesson 10: Write using clear, simple words.

Lesson 11: Write clear, simple sentences.

#### **Competency exam 4**

Lesson 12: Write clear, simple paragraphs.

Lesson 13: Write concisely.

### Competency exam 5

Lesson 14: Use an attractive, easy-to-follow format.

Lesson 15: Proofread for correctness.

### Competency exam 6

#### PREREQUISITES

Basic command of the English language with few usage problems.

#### TUITION

\$299 (includes textbook)

#### TEXT

Textbook in legal writing

#### DURATION

15 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time, two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA470 Plain English Writing Skills

The *Plain English Writing Skills* course is responding to the movement in law, business, government, medicine, finance, and academics to simplify contracts, reports, legal documents, research explanations, and other writing that is often fogged by gobbledygook, business-eze, lawtalk, unnecessarily complex and stilted phrasing, and jargon so thick the reader isn't able to penetrate it to access the meaning.

#### CONTENT

Lesson 1: You must want to use plain English.

Lesson 2: Plain English--what it is and what it isn't.

Lesson 3: Know your audience.

Lesson 4: Know the information you need to communicate.

Lesson 5: Write concisely--avoid unnecessary detail and explanations.

Lesson 6: Avoid conventions that confuse--acronyms, abbreviations, jargon, defined terms.

Lesson 7: Use simple, plain English words.

Lesson 8: Write plain, simple sentences.

#### PREREQUISITES

Basic command of the English language with no serious usage errors.

#### TUITION

\$166

#### TEXTS

All course materials are online.

#### DURATION

Eight lessons, approximately 16 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA440 Proofreading Skills

The *Proofreading Skills* course contains clear, thorough explanations of the proofreading process, proofreader's marks, and tricks of the proofreading trade. It takes trainees through a comprehensive review of basic English usage to help them locate writing errors even experienced proofreaders may not notice.

The Proofreading Skills course has six diagnostic tests. To graduate from the course, the participant must have achieved an average of at least 70 percent on the six diagnostics.

#### CONTENT

Lesson 1: Introduction to Proofreading

Lesson 2: Proofreader's Marks

Lesson 3: The Proofreading Process

#### **Proofreading Diagnostic Test 1 - Test of General Skills**

Lesson 4: Spelling, Word Division

Lesson 5: Abbreviations, Capitalization

#### **Proofreading Diagnostic Test 2 - Spelling, Word Division, Abbreviations, Capitalization**

Lesson 6: Numbers, Figures

Lesson 7: Subject/Verb Agreement

#### **Proofreading Diagnostic Test 3 - Numbers, Figures, Subject/Verb Agreement**

Lesson 8: Pronoun Agreement and Selection

Lesson 9: Punctuation

#### **Proofreading Diagnostic Test 4 - Pronoun Agreement and Selection, Punctuation**

Lesson 10: Mood and Voice  
Lesson 11: Modifiers and Connectives

**Proofreading Diagnostic Test 5 - Mood and Voice, Modifiers and Connectives**

Lesson 12: Format, Publishing  
Lesson 13: Case, Tense

**Proofreading Diagnostic Test 6 - Final Examination**

PREREQUISITES

Good command of the English language with no basic usage problems.

TUITION

\$375 (includes grammar and proofreading skills textbooks)

TEXTS

Two grammar and proofreading skills textbooks

DURATION

13 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

MORE INFORMATION ABOUT THE COURSE

More information is available about the course at <http://www.writingtrainers.com/center/proof.htm>.

## **GSA450 Public Relations and Copywriting Skills**

The *Public Relations and Copywriting Skills* course teaches the sophisticated skills required to be a successful writer of public relations materials and advertising copy.

The course teaches trainees how to

- write sentences that have impact
- identify a company, product, and service identity
- know the audience and competition
- write press releases, feature stories, and backgrounders
- write brochures and flyers
- write newsletters
- write ads for magazines and trade publications
- write for television, radio and audio-visual media
- write speeches and presentations
- write sales letters and direct mail

## CONTENT

Lesson 1: Introduction - Writing for Public Relations and Advertising  
Lesson 2: Writing to Motivate  
Lesson 3: Preparing for Writing  
Lesson 4: The News Release  
Lesson 5: The Feature Story  
Lesson 6: Photos and Illustrations  
Lesson 7: Leaflets and Brochures  
Lesson 8: Television, Radio, and Audio-visual Media  
Lesson 9: Sales Letters and Direct Mail  
Lesson 10: Writing Print Advertisements  
Lesson 11: Avoiding Copy Problems and Generating Inquiries  
Lesson 12: Writing the Headline  
Lesson 13: Writing Copy that Communicates and Sells  
Final Exam

## PREREQUISITES

Basic command of the English language with no serious usage problems.

## TUITION

\$403 (includes three textbooks)

## TEXTS

Public relations textbook and two copywriting textbooks

## DURATION

13 lessons, approximately 26 hours of study. All lessons must be completed within four months. You may have a one-time, two-month extension if you need the time to finish the course.

## ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA215 Recording and Writing Meeting Minutes

The *Recording and Writing Meeting Minutes* course takes you through every step in the process of deciding with your company what types of minutes to take, preparing for taking minutes, recording your notes, writing the notes into clear minutes, and distributing the minutes.

The course teaches you how to

- Decide on conventions and protocol for the organization's minutes
- Choose a format and methods of distribution
- Prepare for taking minutes
- Record meeting information in notes
- Write the minutes using appropriate vocabulary
- Write the minutes using clear, effective sentences
- Write the minutes using clear, simple punctuation

## CONTENT

Lesson 1: Decide on Conventions and Protocol  
Lesson 2: Types of Minutes  
Lesson 3: Choosing Format and Methods of Distribution

### **Competency Examination 1**

Lesson 4: Preparing for Taking Minutes  
Lesson 5: Recording Meeting Information

### **Competency Examination 2**

Lesson 6: Using Appropriate Vocabulary  
Lesson 7: Writing Effective Sentences  
Lesson 8: Using Clear, Simple Punctuation

### **Competency Examination 3**

## PREREQUISITES

Basic command of the English language with no serious usage problems.

## TUITION

\$166

## TEXTS

All course materials are online.

## DURATION

8 lessons, approximately 12 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

## ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## **GSA120 Review of Common ESL Problems**

The *Review of Common ESL Problems* course is for people who have a good command of the English language, but have basic usage problems resulting from learning English as a second language. It requires the trainee to review all of the standard ESL problem areas. For a more individualized course that focuses only on the skills the trainee needs, we recommend GSA130: Individualized Writing for Nonnative Speakers of English.

The course reviews English usage rules in the following areas that cause problems for nonnative speakers of English:

1. Singulars and plurals

- count and non-count nouns
  - determiners with singular and plural nouns
  - using "one of," nouns as adjectives, and "States" in names or titles
  - using nouns with irregular plurals
2. Articles
- using "a," "an," and "the" with singular count nouns
  - using articles with plural nouns and non-count nouns
  - using "the" with proper nouns and gerunds
3. Word order
- understanding standard and inverted word order
  - understanding placement of adjectives
  - understanding placement of adverbs
4. Prepositions
- recognizing prepositions
  - using prepositions with expressions of time and place
  - using prepositions in phrasal verbs
  - using prepositions in common expressions
5. Gerunds, infinitives, and participles
- using gerunds and infinitives as subjects
  - using a gerund, not an infinitive, as an object after certain verbs
  - using an infinitive, not a gerund, as an object after certain verbs
  - knowing how meaning changes when certain verbs are followed by a gerund or an infinitive as an object
  - understanding that meaning does not change whether a gerund or an infinitive follows certain sense verbs
  - choosing between "ing" and "ed" forms for adjectives
6. Modal auxiliary verbs
- conveying ability, necessity, advisability, possibility, and probability with modals
  - conveying preferences, plans, and past habits with modals
  - recognizing modals in the passive voice
7. Other ESL problem areas
- noun and adjective suffixes
  - not repeating subjects with personal pronouns in the same clause
  - using "to" and "for" with indirect objects
  - phrasing indirect questions
  - changing verb form in only one verb in a verb phrase
  - not omitting pronoun subjects
  - not omitting "it" included in an expletive
  - revising long sentences
  - using only one end punctuation mark

#### PREREQUISITES

Basic command of the English language.

#### TUITION

\$346 (includes textbook)

## TEXT

Grammar textbook

## DURATION

Thirteen lessons, approximately 24 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

## ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA422 Technical Writing

The *Technical Writing* course teaches business writers how to prepare letter reports and technical reports about subjects that require technical explanations, diagrams, charts, and jargon understood by technical readers. The term, "technical writing," is often used mistakenly to describe other forms of business writing, especially those in the list that follows. For each of these forms of business writing, the course devoted to teaching the skills is listed.

Type of writing	Course devoted to it
business correspondence and standard business reports	GSA210 Business Writing Skills
user's manuals and other computer-user support materials	GSA460 Writing Computer User Manuals and System Documentation
business research reports	GSA420 Business Research Report Writing Skills
audit reports	GSA425 Writing Clear, Objective Audit Reports

The course teaches the writer how to present information to readers so they understand the concepts and can apply them. The Business Writing Skills course teaches the skills required to explain any concepts to non-technical reader using clear, straightforward, simple explanations.

## CONTENT

### Diagnostic 1: Initial diagnosis of writing ability

Lesson 1: The client and audience

Lesson 2: Objectives and specifications for the technical report

Lesson 3: Methods of selecting information

Lesson 4: Formats for the major types of technical documents

Lesson 5: Presenting technical explanations clearly

**Diagnostic 2: Writing clearly**

Lesson 6: Organizing

Lesson 7: Using guideposts for clarity

**Diagnostic 3: Synthesizing and organizing**

Lesson 8: Writing clearly

Lesson 9: Using visual devices

**Diagnostic 4: Complete sample report**

Lesson 10: Editing

Lesson 11: Writing concisely

Lesson 12: Format and publishing

Lesson 13: Proofreading

**Diagnostic 5: Final complete report**

**PREREQUISITES**

No severe usage problems

**TUITION**

\$280

**TEXTS**

All texts are provided online.

**DURATION**

13 lessons, approximately 34 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

**ENROLLMENT AND START DATES**

Enrollment is open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible. Complete lessons at your own pace, as long as you finish within six months.

## **GSA800 Train the Trainers**

Dr. Craig Hogan, director of the Business Writing Center, trains a company's trainers to use the Business Writing Center suite of training materials to train their own employees. Dr. Hogan has a background in training trainers, has published a book teaching administrators how to help teachers teach more effectively, and has served as the training specialist working with faculty in two universities and a medical school.

In this course, Dr. Hogan helps the trainers decide the sets of materials they would like their employees to go through and guides them through the materials as though they were taking the course. During the experience, he helps them understand writing instruction and how to present the materials to trainees.

## CONTENT

The content is the training materials the trainers select from the online suites of training materials and courses.

## PREREQUISITES

None

## TUITION

\$470

## TEXTS

All course materials are online.

## DURATION

Approximately 36 hours of study. All lessons must be completed within four months. You may have a one-time, two-month extension if you need the time to finish the course.

## ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> .

# GSA465 Writing Clear Instructions and Procedures

The *Writing Clear Instructions and Procedures* course teaches the skills required to write instructions and procedures, such as the instructions for completing a transaction or changing a defective part.

## CONTENT

Lesson 1: Evaluate your readers.  
Lesson 2: Perform a task analysis.  
Lesson 3: Identify tasks, steps, and actions.  
Lesson 4: Anticipate errors and identify remedies.

### **Competency Examination 1**

Lesson 5: Write the introduction and conclusion.  
Lesson 6: Write the tasks, steps, actions, possible errors, and remedies.

### **Competency Examination 2**

Lesson 7: Use speed boxes and other aids.  
Lesson 8: Use visual aids when possible.

### **Competency Examination 3**

Lesson 9: Use clear, simple sentences.  
Lesson 10: Use vocabulary the readers understand.

### **Competency Examination 4**

Lesson 11: Create a visual blueprint.  
Lesson 12: Test accuracy and usability.  
Lesson 13: Edit and proofread.

### **Final Competency Examination**

#### PREREQUISITES

Good command of English with no usage problems.

#### TUITION

\$280

#### TEXTS

All course materials are online.

#### DURATION

13 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm>. Your syllabus will be online as soon as possible after registration. Complete lessons at your own pace, within six months.

## **GSA425 Writing Clear, Objective Audit Reports**

The *Writing Clear, Objective Audit Reports* course teaches the skills required to organize data from audits into clear, objective reports.

#### CONTENT

Lesson 1: Understanding the readers and expectations  
Lesson 2: Objectives and specifications for the research report  
Lesson 3: Facts, conclusions, inferences, and judgments  
Lesson 4: Moving data to messages objectively  
Lesson 5: Organizing  
Lesson 6: Using guideposts for clarity  
Lesson 7: Writing clearly  
Lesson 8: Writing user-friendly audit reports  
Lesson 9: Editing  
Lesson 10: Writing concisely  
Lesson 11: Audit report format and publishing  
Lesson 12: Proofreading

#### PREREQUISITES

Good command of the English language with no basic usage problems.

#### TUITION

\$280

#### TEXTS

All course materials are online.

#### DURATION

12 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible. Complete lessons at your own pace, as long as you finish them within six months.

## **GSA600 Writing Coaching for Executives and Managers**

The *Writing Coaching for Executives and Managers* course is oriented toward executives and managers who want the individual attention and focused training that will help them write with impact and effectiveness.

The course is developed based on the participant's needs and wishes to pursue an area of writing skills. Usually, participants submit writing they are preparing for actual work situations. The instructor works with them to learn how to improve the writing. The training may include reading assignments from online materials and texts.

Participants may combine portions of existing writing courses to form a course.

#### PREREQUISITES

None

#### TUITION

\$375

#### TEXTS

Vary

#### DURATION

The work varies because the course is individualized. All work must be completed within four months. You may have a one-time, two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your instructor will contact you and work with you to develop your individualized course of study. Complete lessons at your own pace, as long as you finish them within six months.

## **GSA140** Writing Coaching for Executive Nonnative Speakers of English

The *Writing Coaching for Executive Nonnative Speakers of English* course is for executives and managers who are nonnative speakers of English and want the individual attention and focused training that will help them write with effectiveness and polish their language usage.

The course is based on the participant's ability with the English language. Participants submit writing from actual work situations. The training will include reading assignments from a grammar textbook.

### PREREQUISITES

None

### TUITION

\$441 (includes a grammar textbook)

### TEXTS

Grammar textbook

### DURATION

Approximately five writing samples. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your instructor will contact you and work with you to develop your individualized course of study. Complete lessons at your own pace, as long as you finish them within six months.

## **GSA460** Writing Computer User Manuals and System Documentation

The *Writing Computer User Manuals and System Documentation* course teaches the skills of writing computer system documentation, user's manuals, installation guides, and quick-reference guides. It teaches a task-oriented approach to developing user support materials: all of the writing is done from the user's point of view, not the system's. The goal of computer user support materials is to make the user successful and satisfied with the system.

### CONTENT

Lesson 1: Introduction to Writing User Support Materials

ASSIGNMENT: Submit a writing sample

Lesson 2: Understanding users

Lesson 3: Planning the Project  
Lesson 4: Doing the Task Analysis  
Lesson 5: Working with Subject-Matter Experts  
Lesson 6: Writing Steps and Actions So Users Cannot Misunderstand  
Lesson 7: Using Illustrations and Screens  
Lesson 8: Writing Online Help and Tutorials  
Lesson 9: Choosing a Reader-Friendly Format  
Lesson 10: Writing the Quick-Reference Guide  
Lesson 11: Usability Testing  
Lesson 12: Editing, Proofreading, and Style  
Lesson 13: Publishing the Manuals

#### PREREQUISITES

Basic command of the English language with no serious usage problems.

#### TUITION

\$351 (includes text in writing user manuals and documentation)

#### TEXT

Writing user manuals and documentation

#### DURATION

13 lessons, approximately 34 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible. Complete lessons at your own pace, as long as you finish them within six months.

## GSA340 Writing Effective Business Letters

The *Writing Effective Business Letters* course teaches you how to communicate clearly and effectively in business letters. It explains the basic skills necessary to be so clear you cannot be misunderstood, then applies that to different types of letters.

#### CONTENT

Lesson 1: Decide your purpose and audience.  
Lesson 2: Organize your writing.  
Lesson 3: Write so your readers cannot possibly misunderstand.  
Lesson 4: Use words and sentences that readers understand easily.  
Lesson 5: Convey your message in as few words as possible.  
Lesson 6: Edit and proofread your writing.  
Lesson 7: Apply the skills to letters of request, persuasion, and response.  
Lesson 8: Apply the skills to good news and bad news messages.

#### PREREQUISITES

Basic command of the English language with few basic usage problems.

#### TUITION

\$166

#### TEXTS

All course materials are online.

#### DURATION

Approximately 16 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA370 Writing Effective Sales Letters

The *Writing Effective Sales Letters* course teaches sales professionals how to write letters that move a potential customer to action by understanding the customer's needs and desires. Good sales copy is not a matter of simply communicating a message to the customer. It moves the person to feel the motivation, excitement, and conviction of the writer and to want the product or service.

Central to writing effective sales letters is having the sales mentality, which links the sales letter writer to the potential customer so intimately that both move to the same rhythm.

This course uses three books:

1. A sales-letter book that is has a practical approach to understanding the reader and purpose
2. A book that focuses on writing letters in general to customers when sales are always an issue
3. A direct-sales book that teaches the skills of writing direct mail that has impact

#### CONTENT

Lesson 1: The Importance of Pre-writing  
Lesson 2: Opening with a Gambit that Builds Trust  
Lesson 3: Getting Your Sales Letter Delivered, Looked At, and Read  
Lesson 4: Handling Pricing Issues So They Don't Short Circuit the Sale  
Lesson 5: Copywriting and Writing a Powerful First Draft  
Lesson 6: Rewriting to Laser Guide Your Message  
Lesson 7: Using Strategies: Answering Questions and Objectives, Sparking Immediate Action, Following the Effective Letter Checklists, Using Graphic Enhancements

- Lesson 8: Using Strategies: Skipping Apologies, The "Yes" Plan, The "No" Plan, Thank You, Used and Abused
- Lesson 9: Rewriting: Rewriting for Passion and Clarity, Getting a Pretest, Bringing Your Letter to Life, Changing Graphic Enhancements
- Lesson 10: Writing to Persuade
- Lesson 11: Writing a Motivating Sales Plan
- Lesson 12: Opening and Closing to Give the Message Impact
- Lesson 13: Editing, Polishing, and Sending

#### PREREQUISITES

Basic command of the English language with no serious usage errors.

#### TUITION

\$323 (includes three textbooks)

#### TEXTS

Three textbooks in writing sales letters

#### DURATION

13 lessons, approximately 32 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA350 Writing Effective Workplace E-mail

The purpose of the *Writing Effective Workplace E-mail* course is to teach business writers how to write e-mail that has the impact the writer wants, motivates readers to respond as hoped, and accomplishes the writer's business objectives. It presents a highly structured approach to writing e-mail that can be applied to all e-mail and memos.

Trainees read the core lessons teaching them how to write e-mail that produces results. As they read the lessons, they write and submit e-mails. The instructor critiques the e-mails, commenting on the use of all writing skills as well as those taught specifically in the online e-mail writing course.

#### CONTENT

- Lesson 1: Know What Is and Is Not Appropriate
- Lesson 2: Use Short, Clear Sentences and Simple Punctuation

#### **Competency Examination 1**

- Lesson 3: Write Concisely
- Lesson 4: Avoid Clumsy Phrases, Complex Vocabulary, and Stiff Language
- Lesson 5: Format for Readability
- Lesson 6: Proofread Your E-mails

## **Competency Examination 2**

Lesson 7: Write a Clear, Meaningful Subject Line

Lesson 8: Write an Informative Beginning

## **Competency Examination 3**

Lesson 9: Use Headings, Generalizations, and Paragraphs

Lesson 10: Write a Cordial, Informative Conclusion

## **Competency Examination 4**

Lesson 11: Write Enough but Not Too Much

Lesson 12: Follow Up

## **Competency Examination 5**

### PREREQUISITES

Basic command of the English language with few usage problems.

### TUITION

\$280

### TEXTS

All text materials are online.

### DURATION

12 lessons and 5 competency examinations, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time, two-month extension if you need the time to finish the course.

### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## **GSA427 Writing Interesting, Informative Web Pages**

The *Writing Interesting, Informative Web Pages* course teaches the skills required to write Web pages that Web surfers will read for content. If you are interested in writing copy that will entice readers to buy products or services, the course GSA428 Writing Online Copy for Web Pages includes extensive training in writing Web copy.

GSA427 uses one book that is an online copywriter's handbook, but which has a thorough review of the techniques necessary to make any online text interesting and readable. You will write Web text for your own Web site using the skills, and you will receive coaching and feedback from the trainer. If you do not have a Web site, the Business Writing Center will help you select a domain name and establish a site. Cost for the domain name and the first year of Web

hosting is approximately \$68. You will own the domain name and site. The course will use the pages you develop for your Web site in your training.

#### CONTENT

Lesson 1 Setting Up Your Web Site  
Lesson 2 Writing for the Internet  
Lesson 3: Adapting Existing Print Materials to the Web  
Lesson 4: Using Visuals on Your Web Copy  
Lesson 5: Creating an Effective Web Site  
Lesson 6: Home Pages and Splash Page  
Lesson 7: Guest Books, Forums, Shopping Carts, and Other Web Pages  
Lesson 8: Organizing the Page Content  
Lesson 9: Writing Clear, Simple Text  
Lesson 10: Writing Concisely  
Lesson 11: Proofreading Carefully

#### PREREQUISITES

Good command of the English language with no basic usage problems.

#### TUITION

\$304 (includes textbook)

#### TEXT

Textbook in writing Web pages

#### DURATION

Eleven lessons, approximately 24 hours of study. All lessons must be completed within four months. You may have a one-time, two-month extension if you need the time to finish the course.

#### ENROLLMENT AND START DATES

Enrollment is open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible. Complete lessons at your own pace, as long as you finish them within six months.

## GSA428 Writing Online Copy for Web Pages

The *Writing Online Copy for Web Pages* course teaches the skills required to write Web pages that promote products and services. The course also includes training in how to write Web pages that Web surfers will read for content. If you are interested solely in writing interesting Web content, the GSA427 Writing Interesting, Informative Web Pages course contains the training in how to write Web pages that surfers will entice readers to stop and read.

GSA428 uses two of the foremost textbook available today that teach the skills of writing Web promotional copy. You will write Web advertising copy using the skills and receive coaching and feedback from the trainer. If you are actually writing Web pages now, the course will use those pages in your training.

## CONTENT

Lesson 1: Writing for the Internet  
Lesson 2: Fundamentals of Persuasive Online Copy  
Lesson 3: Strategies for Generating Sales  
Lesson 4: Adapting Existing Print Copy to the Web  
Lesson 5: Illustrating Your Web Copy  
Lesson 6: Creating an Effective Web Site  
Lesson 7: Home Pages and Splash Page  
Lesson 8: Guest Books, Forums, Shopping Carts, and Other Web Pages  
Lesson 9: Internet Direct Mail  
Lesson 10: Advertising on the Internet: Banner and E-Zine Ads  
Lesson 11: Electronic Newsletters: E-Zines  
Lesson 12: Web Documents  
Lesson 13: Web Promotions  
Lesson 14: Writing Web Pages to Inform  
Lesson 15: Writing Clear, Simple Text  
Lesson 16: Proofreading Carefully

## PREREQUISITES

Good command of the English language with no basic usage problems.

## TUITION

\$327 (includes textbook)

## TEXTS

Two textbooks in writing online copy for Web pages

## DURATION

Sixteen lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time, two-month extension if you need the time to finish the course.

## ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## **GSA495 Writing Skills for Technical Call Center Representatives**

This special course was developed in cooperation with Service Strategies, Inc., a company that specializes in working with technical call centers. It consists of two courses: one focusing on writing and the other focusing on the approach to the customer and structure of electronic messages to customers.

## CONTENT

### **Course 1: Basic Writing Skills**

Lesson 1-1 Write in Blocks

Lesson 1-2 Write Enough, But Not Too Much  
Lesson 1-3 Mark the Blocks Clearly  
Lesson 1-4 Use Words the Reader Understands  
Lesson 1-5 Use Sentences the Reader Understands  
Lesson 1-6 Write Concisely  
Lesson 1-7 Use Aids to Understanding  
Lesson 1-8 Write Clear Procedures  
Lesson 1-9 Edit and Proofread  
Lesson 1-10 Know the Commonly Confused Words  
Lesson 1-11 The 30 Common Business Writing Errors

## **Course 2: Writing Customer-Support Messages**

Lesson 2-1 Step 1: Interpret the Customer's Message  
Lesson 2-2 Step 2: Decide the Next Action  
Lesson 2-3 Next Action 1: Pick Up the Phone and Call  
Lesson 2-4 Next Action 2: Escalate the contact  
Lesson 2-5 Next Action 3: Request Further Information  
Lesson 2-6 Next Action 4: Solve the Problem  
Lesson 2-7: Write the Subject Line  
Lesson 2-8: Write the Greeting  
Lesson 2-93: Acknowledge the Customer's Feelings  
Lesson 2-104: Assure the Customer You're Working for  
Him or Her  
Lesson 2-11: State the Problem  
Lesson 2-12: Explain the Next Step or Status  
Lesson 2-13: Describe Possible Causes for Problems  
Lesson 2-14: Explain Remedies and Actions  
Lesson 2-15: Explain Customer Actions  
Lesson 2-16: Write the Next Step or Options  
Lesson 2-17: Write a Cordial Closing  
Lesson 2-18 Follow Up

### **PREREQUISITES**

No severe usage problems.

### **TUITION**

\$327

### **TEXTS**

All materials are online.

### **DURATION**

Thirty-two lessons, approximately 36 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

### **ENROLLMENT AND START DATES**

Enrollment is currently open. Contact the Business Writing Center for details.

## GSA424 Writing Specialized Reports

The *Writing Specialized Reports* course teaches the skills required to write clear, explicit specialized business reports that have a format prescribed by the organization. The five competency examinations in this course all require the trainee to submit a specialized report he or she prepares as part of normal work activities. The trainer helps the trainee apply the general skills of business report writing to the specialized reports he or she writes.

### CONTENT

#### **Plan the Report**

1. Set goals.
2. Know your readers.
3. Choose strategies based on the goals and readers.

#### **Competency Examination 1 Submit an actual work report.**

#### **Prepare Your Notes**

4. Learn how to overcome writer's block.
5. Prepare notes for your report.

#### **Organize the Writing**

6. Have an organizational pattern in mind.
7. Use special organizational patterns for some messages.

#### **Introduce the Content**

8. Write a clear, complete report introduction.
9. State the contents of the report.
10. State conclusions and recommendations in the introduction.

#### **Present Explanations in Blocks**

11. Write the explanations in blocks.
12. Keep explanations of a subject together in one block.
13. Check each block for focus.
14. Check each block for completeness.
15. Open each block with a statement of the contents.
16. Use headings to open blocks.
17. Bold field or data names to identify them as blocks.

#### **Competency Examination 2 Submit an actual work report.**

#### **Present Lists Clearly**

18. Create lists.
19. Open list blocks.
20. Mark the list items clearly.
21. Keep list items in a single list.
22. Keep list items in the same format.
23. Present information in tables when possible.

24. Consider information blueprinting to be explicit.

**Competency Examination 3**  
**Submit an actual work report.**

**Write Clear, Complete Explanations**

25. Write to build conclusions in the reader's mind.
26. For reports, write clear, complete, relevant explanations.
27. Use key words consistently.
28. Fully explain each new concept word or phrase.
29. Use full phrases to define words clearly.

**Write Conclusions that Have Impact**

30. Write a conclusion that achieves your goals.

**Competency Examination 4**  
**Submit an actual work report.**

**Write Clear, Effective Paragraphs, Sentences, and Words**

31. Use paragraphs to organize information.
32. Write concisely.
33. Combine sentences to show relationships.  
Separate sentences to make them clearer.
34. Write clear, simple, straightforward sentences.
35. Write strong, direct sentences.
36. Write clearly and simply for non-technical readers.
37. Use words the reader will understand.

**Prepare a Polished, Correct Final Draft**

38. Use your spell checker and grammar checker.
39. Proofread.

**Competency Examination 5**  
**Submit an actual work report**

PREREQUISITES

No severe usage problems

TUITION

\$280

TEXTS

All course materials are online.

DURATION

The course has 37 skill guidelines, requiring approximately 30 hours of study. All lessons must be completed within four months, with a one-time two-month extension if you need the time to finish.

ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

## GSA360 Writing Successful Business Proposals

The *Writing Successful Business Proposals* course teaches the skills required to prepare successful business proposals for potential customers or clients. It teaches the structure of a business proposal as a series of parts into which you will place persuasive information. It then teaches methods of persuasion and effective, clear, correct writing.

The course stresses the competitive nature of proposals and the need to understand the readers and decision-makers.

You will practice writing the essential parts of a business proposal and will produce at least one complete business proposal. You may use a proposal you are actually preparing for your business.

### CONTENT

Lesson 1: Your orientation toward proposals  
Lesson 2: Analyzing the potential customer or client  
Lesson 3: Developing strategies for producing a successful proposal  
Lesson 4: Developing themes and persuading  
Lesson 5: Writing the situation and objectives  
Lesson 6: Writing the methods  
Lesson 7: Writing the qualifications  
Lesson 8: Writing the costs and benefits  
Lesson 9: Beginning and revising the proposal  
Lesson 10: Special techniques: headings, lists, tables, graphs, charts  
Lesson 11: Format and appearance  
Lesson 12: Producing the finished document  
Lesson 13: Evaluations and reviews

### PREREQUISITES

Basic command of the English language with no serious usage errors.

### TUITION

\$342 (includes two textbooks)

### TEXTS

Two textbooks in writing business proposals

### DURATION

Thirteen lessons, approximately 32 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension if you need the time to finish the course.

### ENROLLMENT AND START DATES

Enrollment is currently open. Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm> . Your syllabus will be online as soon as possible after registration is finished. Complete lessons at your own pace, as long as you finish them within six months.

# GSA423 Writing Technical Explanations for Non-technical Readers

The *Writing Technical Explanations for Non-technical Readers* course teaches the skills required to write technical explanations for readers who are not specialists in the subject and don't know the jargon.

## CONTENT

- Lesson 1 Communicate technical subjects clearly to non-technical readers.
- Lesson 2 Provide information that suits the reader's knowledge of the subject, educational background, technical expertise, need for concrete explanations, and need for depth of knowledge.
- Lesson 3 Include everything every intended reader needs to achieve your objectives.
- Lesson 4 Give readers the information they need at the specific points where they need it for maximum understanding.
- Lesson 5 When readers have differing needs or abilities, write different versions of the document or sections within the document to match the readers' needs and abilities.
- Lesson 6 Write the information in clearly defined information blocks that the reader can read, understand, and remember, one block at a time.
- Lesson 7 For each information block, write an explicit opening statement the reader can use to begin putting the block's details into a framework.
- Lesson 8 Present information in a clear visual blueprint so readers can see the organization as they read.
- Lesson 9 Use tables to organize the information so readers can place the details into a clear framework.
- Lesson 10 Use key terms consistently.
- Lesson 11 Fully explain the concept behind every new key term as the reader encounters it.
- Lesson 12 Write clear, focused, organized paragraphs that help readers identify, understand, and remember concepts.
- Lesson 13 Write sentences that are complete, simple, clear, and straightforward.
- Lesson 14 Use only simple punctuation.
- Lesson 15 Use words every intended reader will understand.

#### PREREQUISITES

Good command of the English language with no basic usage problems.

#### TUITION

\$280

#### TEXTS

All course materials are online.

#### DURATION

15 lessons, approximately 30 hours of study. All lessons must be completed within four months. You may have a one-time two-month extension.

#### ENROLLMENT AND START DATES

Fill out the registration form at <http://writingtrainers.com/register/gsaformdata.htm>. Your syllabus will be online as soon as possible. Complete lessons at your own pace, within six months.

# SIN 874 4 Customized business writing courses

**General Summary:** Agencies may have specialized reports or other documents their employees write. The Business Writing Center will identify the specialized writing, gather samples for use in the course, and develop a customized course.

**Fees:** The agency must enroll at least 50 employees in the course at the tuition for the GSA510 Individualized Writing Course after the GSA discount of 5% is applied. That tuition is \$375 per trainee. There are no development fees to the customer.

**Course designer:** The course designer and project director is R. Craig Hogan, whose Ph.D. is in Curriculum Development and Supervision. He was general partner in a partnership developing interactive training media for companies and government agencies and was the faculty development consultant at two universities and a medical school.

**Procedure:** This is the procedure we follow to develop a customized course:

1. Develop a high-level overview of the course desired by the agency.
2. Examine writing samples to identify the type of writing the employees do.
3. Create a list of skill needs based on the samples.
4. Prepare an outline of the proposed course the agency approves.
5. Develop the lessons in partnership with the subject-matter experts.
6. Polish the final draft of the course.
7. Teach the course.

For more information, send an e-mail to The Business Writing Center at [center@writingtrainers.com](mailto:center@writingtrainers.com).