

Why WrittenPower Works

WrittenPower does not simply teach you how to write correctly. It teaches an ethical approach to writing that takes the reader's best interests into full account. This approach distinguishes WrittenPower from writing programs that assume a writer-centred approach.

WrittenPower is a 36-hour, 12-unit program that provides you with the necessary business communication skills to write clearly, effectively and memorably.

You will learn:

- How to understand your reader in order to better communicate your ideas.
- The principles of effective, professional communication.
- Techniques for writing clear sentences to attract and retain your reader's attention.
- How to use the active voice to write clearly and concisely.
- The simple art of writing and editing first drafts.
- Techniques for bundling your ideas into powerful paragraphs that help you maximize effectiveness and clarity.
- How to create a positive, professional tone in your correspondence that will open your reader's mind and heart to your ideas.
- How to structure your work for maximum effectiveness.
- How to give routine correspondence flair.
- How to convey negative messages as positively as possible.
- How you can navigate the potentially tricky area of sales and collection messages.
- You will learn techniques that will help you to write excellent reports up to 40% faster. You'll also learn the essential qualities of good reports, and a few tricks to formatting reports for maximum effectiveness.
- You'll receive immediate feedback on what you have learned and a Certificate of Professional Completion for your professional development file.

The principles taught in this course are drawn from the best practices of professional, technical and business writers. Regardless of your writing background, learning these techniques will equip you to write at a very high level in any field or profession, from public service to banking and engineering.

Start Writing Powerfully Today!

Register online at www.writtenpower.com

WrittenPower

Say what you mean. Get what you want!

About the Author of WrittenPower



As president of Written Power Inc., Tom McKeown, Ph.D. has taught business communication skills to thousands of corporate clients across Canada.

He is also the author of the best-selling textbook *The Business of Communicating*, as well as *Powerful Business Writing*, *Better Business Writing*, numerous communication programs and an online writing course for the Open University.

Message from Dr. Tom:

I invite you to try our program absolutely free. I have every confidence that you will find it a challenging, helpful and interesting way to learn.



*www.writtenpower.com

WrittenPower Advantages

- Highly Interactive
- Engaging
- Easy to Use
- Practical
- Video, audio, and interactive components keep the learning sessions interesting and stimulating

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WrittenPower

Say what you mean. Get what you want!



**Business Writing Skills
for less than 35¢ a day.**

WrittenPower™ teaches how to write clearly and effectively in just 36 hours!



WrittenPower Online (WPO) is a personalized, web-based interactive training program designed to build essential writing skills with maximum speed. WPO's corporate users report the following benefits:

- Reduces time spent editing and rewriting by an average of 40%
- Reduces training costs by 75%
- Green Learning conserves resources and training budget

Write Better, Faster with WrittenPower

Excellent writing skills are key to employee success. WrittenPower teaches the principles behind business and technical writing and demonstrates through illustrations, examples and audio instruction how to write clear, memorable documents that get immediate results.

How WrittenPower Can Help Your Organization

Creates Harmony and Diplomacy

Greater diplomacy in written communications – internal and external – creates harmony and a positive atmosphere. Good relations help to build great companies.

Dramatically Improves Collection Rates

Using sensitivity and soft skills dramatically improves collection rates. It helps to retain customers, preserve relationships, reduce complaints and ensure your company is first on the pay list.

Shortens Email Length by 30%

Improved message clarity reduces email length by a third. Readers spend less time deciphering messages, creating more time for other tasks.

Improves Consistency of Written Communications

One-voice company-wide increases corporate brand credibility and reinforces strategically appropriate messages with important stakeholders.

Green Learning Resource

Reducing our carbon footprint through electronic training delivery methods saves travel costs, material costs, conserves training budgets, and has almost zero environmental impact.

Flexible Learning, Accessible On-Demand

Easy, 24/7/365 access over the Internet. Learners login to our website using their unique username and password. We provide the flexibility for learning at work, at home, or on the road.

Heighten Employee Satisfaction with Opportunities for Career Development

Communications training allows employees to develop skills in areas that can have a huge impact on job satisfaction, employee/customer relations, and a positive impact on your entire organization.

Readily Accessible, Relevant Knowledge

Training methods that deliver anytime access to modern business writing methodologies enable your employees to tap into relevant resources to gain knowledge as needed.

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Unit Topics

- #1 Thinking Like Your Reader
- #2 Writing Clear Sentences
- #3 Writing Concisely
- #4 Developing Punctuation Power
- #5 Unifying Complex Ideas
- #6 Generating a Positive Tone
- #7 Organizing Memos and Emails
- #8 Addind Flair to Regular Correspondence
- #9 Saying 'No' Graciously
- #10 Writing Superb Sales and Collection Messages
- #11 Writing Reports Quickly
- #12 Writing Reports Perfectly



Certification Option

To support personal accountability, our program provides learners with a *Certificate of Accomplishment* once they have successfully completed all 12 units.



Certificate for completion of the entire program consisting of twelve units.

At each level, learners are free to select the units of most relevance to them. This approach has been shown to accelerate learner engagement and interest.

Learner Testimonials

I would recommend this program to anyone who is having trouble communicating in the business world. - N. F., BC Ministry of Environment

After completing your course, I now find myself carefully crafting "power sentences" in the reports I write. Editing time is much quicker - happily, the techniques have nearly become second nature! - J.

As a result of your course I have become clearer in my communication and by focusing on the reader's interests I can easily be more concise. Inadvertently, this has improved the image of my "soft skills." Y.H., BC Workplace Technology Services

It never occurred to me that a writing style could drain energy from a reader's brain and slow down his/her reading speed. In a fast paced working environment, it's very crucial to get the message across quickly and clearly. Thanks again for the valuable lessons.

I write responses to letters from members of the public and it is important replies are concise, informative, and positive. Understanding how to develop unified paragraphs helps to achieve this. I am looking forward to putting these new skills into practice.

Your information on the "You Attitude" was fantastic. In practicing this with my job I have found that requests are completed much quicker than before. It appears that people prefer to be empowered to complete a task, rather than being told what to do!

I was skeptical of your collection techniques because my area already had the highest collection rate in the province. However, since implementing your techniques six months ago, our collections have increased by 25% and our complaints have been reduced to zero. H.B., Financial Officer, BC Ministry of Environment

My Certificate will hang in my office as a reminder that communicating using good writing skills is a positive experience for both the reader and the writer.

The process and steps for writing a "no" letter were very effective. It is easy to just say "no", but to say it graciously minimizes the potential for reader animosity. Your course is very effective.

I write a lot of quick response e-mails to the public and I often worry about sounding curt. The suggestions about how to add flair really resonated for me. The examples provided clear demonstrations of the point of the lesson and helped me to feel confident about how to implement the techniques.

I learned how to write with empathy and understanding to retain a reader's goodwill. This approach to business writing helps to maintain good relations with clients and co-workers and is beneficial in maintaining an organization's positive reputation. C.M., BC Ministry of Health

Having been in sales for many years I learned that I could increase sales by using proper letter writing techniques. - M.C., Prevention & Loss Management Services

I really enjoyed the unit on writing collection letters. I think tone is very important in getting positive results in receiving money for debts. The guidelines and tips for writing the collection letters were great.

I enjoyed the multiple approaches to learning (audio/visual/written) and found it easy to recall what was taught.

What I found most helpful was the immediate and consistent feedback which helped reinforce the concept that I just learned.

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