



Business Writing

Good writing opens doors, creates opportunities and gets results. In this DVD, Nina Sunday shows you how to identify and fix common business writing mistakes that make you appear unprofessional. Learn the top 20% of good business writing tactics that create an 80% improvement. Includes exercises to transform your writing sample with a style makeover.

Chapter 1.	Goals: economy, clarity, empathy	3.58
Chapter 2. □	Readability: Fog index	3.54
Chapter 3. □	Economy: sentence and word length	2.00
Chapter 4. □	Economy: omit needless words, avoid qualifiers	6.56
Chapter 5. □	Economy: avoid repetition	4.05
Chapter 6. □	Economy: avoid redundancy	2.10
Chapter 7. □	Economy: active voice	4.49
Chapter 8. □	Clarity: write the way you speak	4.27
Chapter 9.	Clarity: be positive	3.59
Chapter 10.	Clarity: avoid nominalisation	1.34
Chapter 11.	Clarity: bullets	3.54
Chapter 12. □	Empathy: tone, you vs. I, first person	2.42
Chapter 13. □	Empathy: courtesy	2.02
Chapter 14. □	Punctuation: commas	5.29
Chapter 15. □	Punctuation: apostrophes	2.29
Chapter 16. □	Content: getting started	3.56
Chapter 17. □	E-mail	2.28
Chapter 18. □	Style guides	1.46
Chapter 19.	Revise after time	1.37
Chapter 20. □	Review	4.43

You will need: While not essential, it is better to participate with a 200 words sample of writing, a pocket calculator and the free workbook which you can print off from www.brainpowertraining.com.au.

Brainpower Training holds open and on-site instructor-led seminars. Contact us for details.

☎ + 61 - 1300 661 555
✉ info@brainpowertraining.com.au
🌐 www.brainpowertraining.com.au

© 2005 Brainpower Training Pty Ltd. ABN: 63 064 883 932

Duration: 68 minutes Age: 16+ Widescreen



Nina Sunday, BA, Dip Ed, Dip Arts (AusFilmTVSchl) is a leading educator who engages audiences everywhere with her insights and upbeat presentation style. In 1990, Nina founded Brainpower Training which recently won a prestigious Australian Innovation in Learning national award.

Unless a Multi-user licence for individual or group training has been obtained from the Copyright Owner, this DVD is for private home use only. All rights reserved. Please contact us for training pricing for Companies, Government Departments, Libraries and Schools. Any unauthorised copying, duplicating, altering, editing, exhibiting, renting, exchanging, hiring, selling, lending, public performance, diffusion and / or broadcast of this DVD without prior consent of the Copyright Owner, is strictly prohibited, is an infringement of copyright, and may result in legal liability.



ISBN 0-9751941-4-3



Business Writing

Brainpower Training



Business Writing



Unlocking brainpower

How to gain results in business by writing better letters, proposals, e-mails, reports.



Makeover your writing style for more impact and clarity.

