



Bull's Eye Business Writing - 10 Easy Guides for Getting to Your Writing Target

Gloria Pincu MA

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This self-paced workbook makes available a stable, inclusive, and continuing process for working managers who, on their own time and at their own pace, can learn and practice the principles of clear thinking and clear writing. Upon completion of this Bull's Eye Business Writing course, managers will have the tools to:

- Use fewer words to communicate their ideas
- Use words and constructions that readers will find clear and unambiguous
- Organize so that readers will see their main points easily
- Eliminate unnecessary repetition
- Proofread and edit their own writing
- Reach their target audience

The course topics include:

- Ten Easy Guides To More Effective Letters And Memos
- Start-up Techniques For Organizing Your Thoughts
- Practice In Eliminating Jargon And Gobbledygook
- Ways To Streamline Your Sentences
- Tips On Proofreading
- Methods For Getting To The Point Of Your Message
- New Chapter: Email Advice

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