

## Business Writing Skills

Learn to craft business messages with confidence, so that readers understand, accept and respond to you, correctly and promptly.

Business writing goes beyond putting together a report or proposal. It extends into every email, document, and message. But the rules of writing, communication and even language have changed over the last few years, in ways that have yielded new 'global best practices' for business writing and communication.

This course is about learning those new (and still evolving) rules, so you're able to use the appropriate wording, level of formality, effective phrases, message structure, and even tact and diplomacy. We'll look at jargon, saying 'No', editing your own writing, subject lines, greetings and sign-offs, and even basic strategy.

### Course duration:

**Workshop (group) format:** 1 x full day (08h30-16h00)

**Online (private) coaching:** approximately 12 weeks

### Course outcomes:

1. Know who you're speaking to
2. Understand reader behaviour
3. Unpack corporate style and tone
4. Learn to write as you speak
5. Craft powerful messaging that *lands*
6. Be able to say 'No' with tact and diplomacy
7. Be able to apologise authentically in writing
8. Master subject lines, greetings and sign-offs
9. Modernise your phrases and vocab
10. Edit & proof-read your own and others' work

*Please note:* Final course content may deviate slightly from what's described above.

cell 082 492 1715

e-mail [tiffany@tiffanymarkman.co.za](mailto:tiffany@tiffanymarkman.co.za)

web [www.tiffanymarkman.co.za](http://www.tiffanymarkman.co.za)

twitter [@tiffanymarkman](https://twitter.com/tiffanymarkman)

Established 2005 • EMPOWERDEX Level Four EME  
Member: Southern African Freelancers' Association (SAFREA); Professional Editors' Group (PEG)