

Writing2020™

For Adults



Boost Your Career

Learn to communicate more clearly and effectively through writing.

The
Secret to Writing.com®
Because Words Matter



Want to be more successful in business?

This writing workshop will help you get the results you want!

Did you know that it is possible to enhance your career through more effective written communication?

If you would like to stand out among your peers and learn how to create meaningful and persuasive documents, this workshop will give you the fundamental skills you need to succeed.



Why Writing2020™?

- According to a 2004 National Commission on Writing report titled *Writing: A Ticket to Work... Or a Ticket Out*, two-thirds of salaried employees in large American companies have some writing responsibility.
- Writing communicates your thought processes, professionalism, and credibility. Your ability to communicate effectively and clearly in writing is critical to your success in high school, college, and the workplace.
- Employees who receive training on writing perform better on the job and are more loyal to an organization. Costly mistakes and missed opportunities decrease. Employee retention and productivity increase.
- A highly trained workforce with an ability to communicate orally and in writing improves operational efficiency, creates a competitive advantage, and increases both financial and non-financial returns.
- In today's highly connected, technological world, writing continues to be an increasingly important lifelong skill, enabling individuals to communicate and build relationships with people around the world.



What are the objectives of the Writing2020™ class?

- To teach participants the fundamental skills of written communication
- To enable participants to write well in multiple formats, such as sales letters, research documents, memos, emails, proposals, and reports
- To ensure participants gain confidence in written expression

What are the benefits of the Writing2020™ class?

- Communicating more effectively in writing
- Being viewed as more professional by writing in a way that yields credibility to you, your thought processes, and the overall image of your company
- Boosting your career as a result of more effective written communication
- Standing out among your peers by having strong writing skills
- Increasing your productivity and efficiency through accurate and concise communication
- Saving time and money by getting your point across to others—the first time
- Developing a skill that is transferable to any industry or endeavor

Who should take the Writing2020™ class?

- Professionals who want to boost their careers through enhanced written communication skills
- People who want to review the fundamentals of writing
- Individuals who want help from a professional to strengthen areas of weakness in writing
- People who desire a writing coach
- People who recognize and value the importance of written communication skills in their personal and professional lives

What do you learn in the Writing2020™ class?

- The 10 secrets to writing: proven steps to make writing more enjoyable
- Core grammar skills that every good writer should know
- How to communicate your message using accurate and concise sentences
- How to write persuasive and compelling memos, email messages, and sales letters



How is the Writing2020™ class structured?

For Individuals:

- Live, online webinar classes
- Six-week class with one 60-minute session per week
- Writing and grammar assignments throughout the class

For Companies and Government Agencies:

- Customized class at your location
- Interactive classroom environment
- Writing and grammar assignments throughout the class

What is the cost of the Writing2020™ class?

For Individuals:

- \$249
- View the classes page of www.thesecrettowriting.com and register online

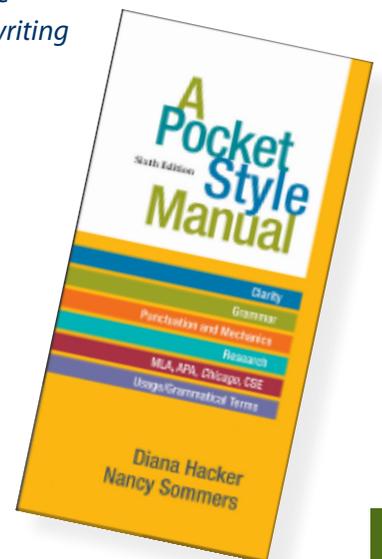
For companies and government agencies:

- Price quote provided for customized class*
- Use the Client Input Form to tell us how we can help improve writing skills at your organization or contact us at 404.869.1290

** Through our partnership with ACT (the company widely known for its college entrance standardized tests), we provide participants in our customized Writing2020™ classes with the unique opportunity to receive an independent pre- and post-diagnostic assessment of their writing skills to identify areas of strength and improvement.*

What books or materials are needed for the Writing2020™ class?

There are no required textbooks. However, we strongly encourage participants to purchase *A Pocket Style Manual* (sixth edition) by Diana Hacker and Nancy Sommers. *A Pocket Style Manual* is a great resource for our Writing2020™ class and writing in general. Click the book link on our website to easily find *A Pocket Style Manual* on Amazon.com.





Client Testimonial

“My agency used the Writing2020 class with great success a few months ago. The teacher was engaging and my employees learned a lot. My employees raved about what they learned and I have seen improvement in their writing across the board. We hope to bring them back for another class!”

Musa L. Eubanks

Director

Office of Community Relations

Prince George’s County, Maryland