



Webinar: Improving the Clarity of Your Writing

Overview

Unlike other types of writing, when you write something for business, you do so with a very specific purpose in mind. The information is usually something the reader needs – or wants – to know in order to make a decision or to take action. As a result, it is particularly important for business writers to make sure the information is clear.

The good news for business writers is that improving the clarity of their writing doesn't require special talent. It involves focusing on certain steps and techniques that the writer has control over.

You'll learn...

In this webinar you'll learn some simple changes you can make to your writing process that will make your business writing clearer.

Program Details

The webinar covers the following topics:

- **Good versus Bad Writing**
 - Good vs. bad is not the issue
 - Clear writing is key
 - Separating the writer from the writing process
- **The Advantage of Clear Writing**
 - What's in it for you?
 - What's in it for the reader?
- **How to Achieve the Advantages**
 - Have a clear picture of the reader's profile
 - 4 areas to focus your energy on:
 - Organization
 - Word choice
 - Avoiding ambiguity
 - Showing respect for the reader's time
- **A few common writing issues that impact clarity**
 - Unclear antecedents
 - Modifier mistakes
 - Poorly crafted bullet lists
 - Inattentive editing

SEMINAR DETAILS

Length: 1.25 hours

Date: To Be Determined

CE Credits: To Be Determined



Who Should Take This Webinar

This webinar is for professionals who are interested in techniques they can apply to make their business writing clear and useful for clients, customers, regulators, and others.

Facilitator Profile

Ingrid Sapona is the owner of Good with Words, a consulting firm specializing in clear communication of business information. Good with Words' motto sums up her philosophy and mission: Clearly written ... easily understood.

Ingrid has been making complex business information clear since 1997. She has a journalism degree from Northwestern University and a law degree from Case Western Reserve University. She has been called to the bar in New York and Ontario. It was while practicing law that she realized she has a special talent for making complicated, technical information understandable.

Ingrid works with professionals and business leaders, creating communications that satisfy strategic business and regulatory requirements. Using plain writing principles, she measures success by whether people understand the issue or idea the first time they read it because if they do, they're more likely to act on it.

She's a frequent speaker and lecturer on business writing. In addition, she writes a regular column called "Writer's Edge" in The Business Valuator, a quarterly publication of the Canadian Institute of Chartered Business Valuators.



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