



BUSINESS LETTER WRITING COURSE OUTLINE

This course is designed to help professionals master the art of crafting clear, concise, and effective business letters. This course covers everything from proper formatting and tone to structuring letters that achieve your objectives, whether it's for formal communication, requests, or client relations. Create letters that leave a professional impression and drive results.

This course is available as an:

- **Online self-paced course for individuals and groups.**
- **Instructor-led virtual training for groups.**
- **Instructor-led onsite training for groups.**

Individual, detailed instructor feedback is included for every participant.

COURSE OBJECTIVES

- ✓ Write clear, tailored letters to external and internal readers.
- ✓ Convey sensitive information in business letters with tact.
- ✓ Reduce writing time by 25%
- ✓ Determine if and how to employ AI tools safely and effectively.
- ✓ Improve clarity by using succinct, engaging, and correct language.
- ✓ Use format to emphasize main ideas and increase readability.
- ✓ Eliminate bloat and highlight only the information that matters.
- ✓ Elicit the objectives you seek from your business letters.
- ✓ Identify individual grammar and syntax issues and learn how to correct and avoid them.

COURSE INFORMATION

The first portion of the course addresses our **optimal six-step business writing process**. This will teach the structure and planning process behind efficiently providing your audience with the information they need in a business letter while eliciting the objective you want.

The second portion of the course explains each of those steps in depth applied to business letters you write at work, combined with practice and feedback. **Participants complete writing exercises to hone the skills learned and receive detailed, individualized instructor feedback on their actual business letter writing.**

The third portion of the course provides guidance on how to polish **language and style**. Learn to eliminate bloat, emote a confident tone, and correct grammar and punctuation errors to ensure correct, professional writing every time.

RESOURCES INCLUDED

- Optimal 6-Step Process Diagram
- Reader Focus Sheet
- Editing Checklist
- How to Use Direct and Indirect Techniques to Deliver Bad News
- Letter Examples With and Without Formatting
- Strong Business Verbs
- *Clarity in Business Writing Guide*
- Sentence Polishing Checklist
- *Grammar Correction Guide*
- Recommended Writing and Editing Tools
- Ongoing resource - *Writing for Business* Monthly Newsletter

COURSE OUTLINE

Getting Started

- Meet Your Instructor and Support Team
- Share Your Specific Course Goals

Lesson One: 6-Steps to Effective Business Letter Writing

- Introduction: Preparing to Write
- The Optimal 6-Step Process for Effective Business Writing Explained

Lesson Two: Business Letter Planning

- Ready, Fire, Aim? No!
- Define the Audience and Requirements for Your Document
- Openings
- Closings - Maximize Them!

Lesson Three: Organization

- Avoiding Writer's Block
- When, If, and How to Use AI Tools
- Content and Tiering

Lesson Four: Summary Statements

- Summarize Information Effectively
- Summary Types Defined and Process Illustrated
- Examples of Good and Bad Summaries and Key Tips

Lesson Five: External Business Letters

- Overview of External Business Letters and Considerations
- Openings and Closings in Detail
- Practice Exercise - Write an External Business Letter
(includes detailed instructor feedback on writing)

COURSE OUTLINE CONTINUED

Lesson Six: Internal Business Letters

- Overview of Internal Business Letters
- Considerations for Writing to Lateral, Senior, and Junior Colleagues
- Practice Exercise - Write an Internal Business Letter
(includes detailed instructor feedback on writing)

Lesson Seven: Business Letters with Sensitive Content

- Sensitive Content Considerations
- How to Use Direct Techniques to Deliver Bad News
- How to Use Indirect Techniques to Deliver Bad News

Lesson Eight: Format for Easy Reading

- Overall Format and Readability Considerations
- Using White Space
- Format Resources

Lesson Nine: Clarity and Word Choice

- How to Hone Clarity
- Strong Business Verbs
- Clarity Guide
- Eliminate Jargon
- Clear Sentence Structure
- Write to Express, Not to Impress
- Active Voice vs. Passive Voice
- Reader-Focused Wording
- Avoid Gendered and Insensitive Language
- Professional Voice

COURSE OUTLINE CONTINUED

Lesson Ten: Grammar and Tools

- How to Easily Fix Grammar
- Grammar Correction Guide
- Instructional Solutions' Grammar and Writing Tools
- Other Grammar and Editing Tools We Recommend

Wrap Up

- Evaluate Training
- Ongoing Resources and Support
- Receive Certificate of Completion

INDIVIDUALS

If you are an individual
ready to become a
stronger, more confident
writer, get started today.

ENROLL NOW

GROUPS

Let's discuss your goals
to determine the best
training solution.
Volume discounts apply.

CONTACT US