



The Clear  
Writing Coach

# Better Business Writing Course Guide

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Master the tools, techniques and ideas that will make you a more effective professional writer. Transform your workplace writing in just 5 hours.

## Who this course is for

Anyone who writes as part of their role can benefit from this course. It will help you to confidently plan, write and edit everything from emails, memos and letters to reports, policies and funding applications.

## Prerequisites

There are no prerequisites; however, you will need a reasonable level of English language literacy. If you can read and understand this course guide, you will be capable of completing the Better Business Writing course.

## Structure

100% online, 15 bite-sized video lessons plus summaries and previews, practical real-life examples and activities, downloadable resources including your own 24-page workbook and the 16-page Better Business Writing Book.

## Duration

Most people will take about 5 hours in total to complete the course. You can do it all in one go, or space it out to suit your schedule. For example, you could choose to complete one block of lessons – about an hour – every day for 5 days, or every week for 5 weeks. Once you enrol and pay, you'll have access to the lessons for 90 days.

## Price

\$440 including GST (Australian dollars). Pay by credit card or Paypal.

## Enrolment

You can enrol online any time. The whole process takes a few minutes.

## Assessment

You will use self-assessment tools to measure your own progress.

## Certification

You will receive a certificate of completion once you have finished the course.

# Why study with The Clear Writing Coach

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## Practical training

Sam McCue, aka The Clear Writing Coach, created her writing courses specifically to help people write more effectively in their workplaces. Her highly practical training has helped thousands of people to improve their professional writing, from people who thought they were 'no good at English' to people with multiple academic qualifications.

## Decades of experience

Sam has made a living from writing, editing and teaching people about professional writing for over 30 years. A former journalist and ministerial communications adviser, she has worked with all levels of government, private sector and non-profit organisations, and publications like Gourmet Traveller and Qantas magazines.

## Driven by results

Sam's training has helped thousands of people in diverse roles to overcome their fears, feel more confident, save time writing at work, get better results and move up the career ladder faster.

## Better Business Writing course structure

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### Getting started

#### **Module 1: Mindset - yours and your reader's**

Lesson 1: You can improve your writing

Lesson 2: Your reader is a human being, just like you

Lesson 3: Get into your reader's head

Lesson 4: Write what you need to write, not what you want to write

Summary of lessons 1 to 4 and preview of lessons 5 to 7

#### **Module 2: Planning what you'll write**

Lesson 5: Audience, purpose and content

Lesson 6: Make sense fast

Lesson 7: Structure your content with your reader and purpose in mind

Summary of lessons 5 to 7 and preview of lessons 8 and 9

#### **Module 3: Being concise and effective**

Lesson 8: Cut away the 'flabby' words

Lesson 9: Email is a postcard, not a novel

Summary of lessons 8 and 9 and preview of lessons 10 to 12

#### **Module 4: More ways to be concise and effective**

Lesson 10: Choose verbs over long nouns

Lesson 11: Choose active voice over passive

Lesson 12: Cut acronyms, initialisms and jargon

Summary of lessons 10 to 12 and preview of lessons 13 to 15

#### **Module 5: Managing yourself and your work**

Lesson 13: Overcome procrastination

Lesson 14: Invest time in editing

Lesson 15: Now you are a better writer!

### Next steps