



The Clear  
Writing Coach

# Lunchbreak Better Business Writing Course Guide

---

Get a quick intro to the tools, techniques and ideas that will make you a more effective professional writer – in just 20 minutes.

## Overview

---

### Who this course is for

Anyone who writes as part of their role can benefit from this course. It's particularly useful as a 'taster' for people considering the full Better Business Writing course. If you go on to enrol in the full course, you will receive a 10% discount – a saving of \$44 including GST, equal to the cost of the Lunchbreak course.

### Prerequisites

There are no prerequisites. If you can read and understand this course guide, you will be capable of understanding the Lunchbreak Better Business Writing course.

### Structure

100% online

5 quick videos

Downloadable 16-page Better Business Writing Book

### Duration

The video lessons take about 20 minutes in total. The course is entirely self-paced, so you may choose to speed up or pause the lessons. Once you enrol and pay, you'll have access to the lessons for 30 days.

### Price

\$44 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 and certification

The Lunchbreak Better Business Writing course does not include assessment or certification components.

# Why study with The Clear Writing Coach

---

## 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.

# Lunchbreak Better Business Writing course structure

---

**Welcome**

**Lesson 1 Do the prep**

**Lesson 2 Produce the draft**

**Lesson 3 Polish till it shines**

**What's next?**