

# WEBINAR: Effective Business Writing



## Overview

A whopping 320 billion letters are being sent everyday this year (Daily number of E-mails worldwide 2024, 2020), and a big portion of it is business in nature. In the United States alone, companies lose \$400 billion a year (Swystun, 2017) due to poor writing. This leads to company employees making wrong actions and decisions.

This webinar aims to equip the participants with the right writing tools so that their employers, colleagues, and clients can understand their message loud and clear. Also, they have a higher chance of getting the desired business results they want.

## Objectives

At the end of the seminar, the participants should be able to:

- learn the foundations of business writing
- write different kinds of business letters that achieve positive results and feedback

## Who Should Participate

- This webinar is for professionals who wish to improve their writing skills for work and for businesspeople who want to start and sustain a good relationship with their clients. This is for anyone and everyone who wants to be confident with their professional writing skills.

## Key Topics

- I. Reviewing the Basics of Grammar
- II. Utilizing the Fundamentals of Writing
- III. Composing Impactful Emails
- IV. Writing Effective Memos
- V. Constructing Clear Agendas
- VI. Taking Concise Meeting Minutes
- VII. Proofreading Checklist

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Website: [www.businesscoachphil.com](http://www.businesscoachphil.com)

## Duration

- 6 hours

## Webinar Fee

- Php 3,500.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

## Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

## Reservation

- Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266| (02) 8.727.5628) or use the registration form below. Kindly fill-out and email to [businesscoachphil@gmail.com](mailto:businesscoachphil@gmail.com). You will receive a confirmation within 48 hours.

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