

# Business Writing Classes

Our five business writing classes span the learning needs of every writer: tool, design, and skill.

Tool: *Working with Word*

Design: *Document Design*

Skill: *Writing for Results*

Skill: *Business Writing*

Skill: *Essential Editing*

**One to five days of classroom instruction,  
practice, and individualized learning.**

**One year of direct support.**



**YOU ARE INVITED TO LEARN:** Compose professional documents that communicate clearly and garner the results you desire.

# THE SOLARI CLASSROOM

## WHAT SETS SOLARI APART

In a respectful learning environment, we seek to create a calm atmosphere that fosters personal innovation and learning.

### Outcomes Focus on Your Specific Goals

We apply adult-learning principles, deliver effective content, and engage your experiences and knowledge in an independent learning environment. Practical, relevant, organized, and clearly defined classes enable you to achieve your professional goals and those of your company.

### Your Responses to an Enrollment Questionnaire Customize Your Class

Before class, every participant completes an enrollment questionnaire about your specific needs and expertise, and your work environment. Your detailed responses enable us to tailor the class to meet your specific goals.

### Class Materials Relate Directly to Your Work

When presenting the class's concepts and skills, we connect them directly to your current and foreseeable future needs. That way, after the class, you can immediately apply your new skills where it matters most—to complete real-life tasks and solve real-life problems.

### Follow-up Consultation and Reinforcement on Your Progress

Transferring your new skills to a work-related project reinforces learning and leads to new discoveries. Work on a project that best suits your needs. We identify successes, analyze problems, answer questions, assess progress, and discuss ways to improve.

### Your Solari Instructor is a Certified, Experienced Teacher

The best information in the world is of limited value if it can't be effectively taught. Your Solari instructor—Rich Maggiani—is a certified teacher, experienced in the classroom, and trained in the fine art of teaching adults. After all, it's about your learning.

## WHO SHOULD ATTEND

All business professionals—executives and managers, sales & marketing, technical, engineers, programmers, computer or IT, scientists, and those in research and development—who find writing a challenge.

## SOLARI PRESENTATION CLASSES

### Working with Word

This class enables you to confidently create documents using Microsoft Word, from the most fundamental tasks of navigation and file creation, through the core methods for creating and formatting text and graphics, to the more esoteric features of automating text. *Working with Word* contains over a dozen, self-contained lessons. You have a choice: select those lessons best suited to your needs. In addition, each module is customized by applying features and commands to a document you provide.

### Document Design

This class presents fundamental concepts for the non-designer. The design of your documents directly impacts its readability and its impact. A clear design imparts knowledge to the reader, and creates a clarity that boosts retention. It begins by defining the components of a page and how they affect a reader, then delves into the basics of document design: the balance of space and elements on a page. Document design brings together text, typography, graphics, and other elements for instructing, informing, or persuading. Good document design ensures your reader responds and reacts as you intended.

### Writing for Results

This class focuses on a ten-step process for planning and writing documents that garner the results you want. When you write, you can inform, instruct, or persuade your reader to respond in a certain way. This response can be quite simple—your reader knows something—or it can be complex—accept a proposal to buy from your company. To obtain these results, you must know three things: what you want to communicate in your writing, who your audience is, and what you want them to do. Before beginning to write, identify what you want to accomplish and how your reader can enable you to attain that goal by identifying what most influences your reader, their motivation, their benefit.

### Business Writing

Business writing is mostly about creating documents: reports, proposals, instructions, memos, procedures, policies, documentation, and specifications. Business writing is a skill that requires diligence and practice. This class revolves around a three-step writing process: plan, write, finish. You will work on this writing process, review your own writing and that of others, as well as complete exercises to master specific writing techniques and overcome common pitfalls. You will also learn how to write audience-centered documents, the fundamental key for full comprehension and usability.

### Essential Editing

After you have created the perfect content for a document, perfect it through some final editing and by applying basic writing rules and principles. Small errors can accumulate, become impediments to your audience, and ultimately derail the purpose of your writing. Grammar, punctuation, mechanics, word choice, style — these concepts and many others form the foundation of solid writing. For the most part, these techniques are straightforward, inflexible, and so critical to clear writing.

## ABOUT THE SOLARI CLASSROOM

At Solari Communication, we make the complicated simple. We specialize in helping you capitalize on the often overlooked yet vital role that simple, clear communication plays in the success of your company. Toward that goal, all of our communication classes focus on helping you communicate more clearly and establish deeper relationships with your colleagues, clients, and prospects. Your participation is an investment. We strive to ensure that you and your company achieve the greatest return on that investment.

### SOLARI'S THREE-TIERED APPROACH

Our three-tiered approach ensures a solid foundation for understanding, learning, and practicing the skills presented in each class. Each tier builds on the previous one to gain a firm grasp on concepts and skills so you can transfer these skills on the job. Your responses to an enrollment questionnaire taken prior to class allow us to tailor the contents to meet your specific goals.

#### 1 Learn Concepts

##### **Gain a Thorough Understanding of the Principles**

We begin by explaining the concepts behind the communication skills—the why. Through a mixture of presentations, discussions, and examples (using relevant stories), you gain a solid understanding of the communication skills you are learning. In this way, these concepts become relevant to your specific circumstances.

#### 2 Practice Skills

##### **Learn and Practice in a Controlled Environment**

Integrated with these concepts, we explain how best to learn and use these new skills. We conduct classroom activities where you practice these new skills with other members of the class in a controlled, yet independent learning environment. We monitor these activities and provide constructive comments, giving you the opportunity to learn from mistakes and to hone these skills. We encourage you to ask questions and discuss the activities. This dialog deepens your understanding and your ability to apply the skills on the job.

#### 3 Transfer Training

##### **Reinforce your Skills with Individualized Instruction**

Learn by doing. You continue to practice and reinforce your new skills by applying them to a project of immediate relevance. We help you identify a project where your new communication skills are necessary, establishing a framework for perfecting these skills. As a result, you gain a thorough grasp on these skills and transfer them to your job.

Throughout your project, we discuss your progress, advise you, and recommend ways to improve. This interaction reinforces what you learn and enables you to successfully meet future challenges. After taking the class, you can contact us and receive a timely response regarding any topic from the class.

#### CLASSROOM FEES

All Solari classes are one or more full-day sessions of classroom instruction combined with individualized attention. Fees are \$2,500 per day for ten learners (\$250/person/day). Multiple classes are discounted. Individualized instruction is included in the fees; printed classroom materials are additional. Please contact us with your requirements or complete the Class Information Request form for more information and to schedule classes.

#### CLASSROOM SCHEDULE

Your class contact includes one or more days of classroom and individualized instruction.

##### **Full-day Sessions of Classroom Instruction**

You receive one or more days of instructor-led classroom instruction which enables you to gain the most from each class. Class size is generally limited to ten. This small class size facilitates a more personal instructor-to-learner relationship, thus increasing your opportunity to learn, practice, perfect, and transfer concepts and skills.

##### **Half Day Optional Session of Individualized Instruction**

Following any class session, each participant can participate in an optional half day of individualized assessment and instruction. Your Solari instructor spends time with each participant discussing how well the learner has implemented the skills attained in the class. Your instructor evaluates performance, reinforces key concepts, gives pointed commentary on your progress, and provides a concise summary of your progress—something you can use to build on. This individualize attention enables you to apply skills to a specific work-related project, then obtain direct analysis of your progress.

##### **On-site Classes Help Maintain Relevancy**

Rather than incurring the expense and inconvenience of travel costs and time away from the office, we can conduct classes on-site or in your immediate locale. You learn in a comfortable, familiar environment, investing time in learning and applying new skills that can enhance you and your company. On-site learning has the effect of encouraging participants to perceive the relevancy of their new skills to their real work world.

# Working with Word

Confidently create documents using Microsoft Word.

Navigate Word's many features using a systemized, structured method to skillfully create, write, and format your documents.

This class is modularized: you choose the lessons you most need to create a customized class of one to five days.

**One to five days of classroom instruction, practice,  
and individualized learning—your choice.**

**One year of direct support.**



## YOU ARE INVITED TO LEARN:

A systemized approach using Word's features to:

1. Navigate the menu items.
2. Create and layout documents.
3. Enter, format, and manipulate text, characters, and paragraphs.
4. Integrate tables and graphics.
5. Track changes and merge.

# ABOUT Working with Word

## Master Word's features, from its simple to its most sublime

**T**he most ubiquitous tool for writing is Microsoft Word. This class enables you to confidently create documents, from the most fundamental tasks of navigation and file creation, through the core methods for creating and formatting text and graphics, to the more esoteric features of automating text.

**Modularized class.** *Working with Word* contains over a dozen, self-contained lessons. You have a choice: select those lessons best suited to your needs. In addition, each module is customized by applying features and commands to a document you provide. Thus, you practice on information you recognize and understand, and can then use your document on the job.

**Benefits you will attain.** You will learn how to navigate through Word's many features, apply them in a systematic way (rather than hunt and click), to create documents with skill and confidence.

### CLASSROOM TOPICS

Practice all lessons, for hands-on learning. Here are the highlights of topics.

#### Navigation

- ◆ About Word and Word preferences.
- ◆ Layout views: draft, web, outline, print, notebook, publishing, and full screen
- ◆ Sidebars: document map, thumbnail, reviewing, and search
- ◆ Toolboxes (styles, citations, scrapbook, reference tools, and compatibility report); Toolbars; and the Ribbon
- ◆ Minitoolbar; ruler; nonprinting characters; menu items with/without ellipses
- ◆ Markup; reveal formatting; zoom

#### Document Basics

- ◆ Open: new, from a template, URL, recent
- ◆ Save, save as, share; print; close; and quit

#### Formatting Text

- ◆ Font, font collections, font style, size, color, effects, character spacing, kerning, advanced typography
- ◆ Text direction, drop caps, change case

#### Formatting Paragraphs

- ◆ Alignment, indentation, paragraph spacing, line spacing (leading)
- ◆ Pagination, hyphenation, line numbers

#### Manipulating Text

- ◆ Undo and repeat; cut; copy; paste, paste special; match formatting
- ◆ Select all; select a word and paragraph
- ◆ Find, find next and previous; replace; advanced find and replace; go to

#### Styles

- ◆ Value and power of styles; applying styles; using and changing Word styles; creating user-defined styles; short-cut keys
- ◆ Listing styles; using the organizer

#### Document Design

- ◆ Page setup; document setup; columns
- ◆ Section, page, and column breaks

#### Listing Items

- ◆ Bulleted; numbered; outline numbered lists

#### Formatting with Tables

- ◆ Drawing and inserting a table; inserting rows, columns, and cells
- ◆ Selecting and deleting tables, rows, columns, and cells; merging/splitting cells and tables
- ◆ Converting, autofitting, and distributing

#### Page Information

- ◆ Automating: page numbers, footnotes, autotext, fields, captions, cross-references, indexes and tables
- ◆ Headers and footers, watermarks

#### Manipulating Graphics

- ◆ Inserting and sizing tables, charts, photos, clip art, audio, and movies

#### Using Text Tools

- ◆ Inserting text boxes, bookmarks, hyperlinks
- ◆ Using spelling and grammar checkers; thesaurus, hyphenation, dictionary, word count, auto-correct, and auto-format

#### Tracking Changes

- ◆ Highlighting changes, commenting, accepting and rejecting changes; sharing documents, merging documents

### SOLARI'S LEAD INSTRUCTOR

## Rich Maggiani



#### Certified Teacher

Rich is certified to teach professional adults down to high school students. He teaches communication classes to business professionals across the country, as well as to both undergraduate and graduate students. Rich understands that classroom skills must transfer to the job to be most effective, and employs techniques to ensure that training transfers. He holds a Masters degree in Administration, and a Bachelor's in Education. In 2008, Rich earned the rank of Fellow from the Society for Technical Communication. Learners benefit from his academic and professional background.

#### Instructional Designer and Trainer

For over twenty years, Rich has been designing instruction and teaching for universities, nonprofits, governments, and corporations small and large. Instructional materials include instructor guides, student guides, reference manuals, job aids, tutorials and online help, curricula, and classroom content (concepts, skills, exercises, practice activities and scenarios, and discussion questions). He regularly presents at professional conferences on a variety of communication topics. Rich also writes a series of position papers on communication topics, and authors a column for the professional communication periodical, *Intercom*.

#### Communication Professional

Rich founded Solari Communication to offer clients a spectrum of communication services that enable companies to prosper. As a business owner, Rich fully appreciates that simple, clear communication is crucial to success. Rich ensures that skills he imparts in the classroom not only benefit students, but more importantly, enable your company to attain its goals.

# Designing Documents

The design of your document directly affects its comprehension, impact, and acceptance.

Learn fundamental techniques, applied through a structured process to dramatically increase how much your audience reads, uses, and responds to your documents.

**One day of classroom instruction, practice, and individualized learning.**

**One year of direct support.**



**YOU ARE INVITED TO LEARN:** Techniques for non-designers to design compelling documents:

1. Page design and layout
2. Typography
3. Text layout
4. Graphics integration
5. Typesetting guidelines

# ABOUT Designing Documents

## Design professional-looking documents that enable reader comprehension

**T**he design of your documents directly impacts its readability and its impact. A clear design imparts knowledge to the reader, and creates a clarity that boosts retention. This class presents fundamental concepts for the non-designer. It begins by defining the components of a page and how they affect a reader, then delves into the basics of document design: the balance of space and elements on a page.

Document design brings together text, typography, graphics, and other elements for instructing, informing, or persuading. Good document design ensures your reader responds and reacts as you intended. In other words, good document design enables both you and your reader to attain your goals. Poor design invokes apathy, whereas good design invokes affinity.

**Benefits you will attain.** The look and feel of a document contributes greatly toward its acceptance, thus, gets read and acted upon. You will learn how to consistently create such documents.

### CLASSROOM TOPICS

Employ a structured process that enables non-designers to design compelling documents.

#### Analyze your reader

Begin by analyzing your reader to determine their needs through one of three methods: intuition, classification, or listening to feedback. The results of this analysis and your own self-diagnosed frame of reference determine your design.

#### Page Design and Layout

The design of your pages forms the basic of document design. Lying invisible under that design is your page grid which governs the placement of your page elements, thus ensuring a consistent look and feel throughout your document. The most functional grids are simple yet enable a variety of looks.

The components of a page consists of its size, orientation (portrait or landscape), margins, columns, measure, gutter, headers, footers, sections, and chapters. While the possibilities are limitless, they must all work in unison. Follow some guidelines for setting these page elements. Also consider implementing a scholar's margins, shading, white space, and rules (lines) to augment your page design.

#### Typography

Fonts must be legible to be read, understood, and acted upon. Choose between serif and sans serif fonts while considering each affects readability and how they set the tone of a document. Learn about font families, x-height, stress, and weight (such bold and italic). Set

type properly and appropriately: size, weight, kerning, character spacing, line spacing (or leading), paragraph spacing, line length, and alignment. Avoid widows and orphans and learn some methods on how to fix them. Learn when to use all caps, small caps, and underlined text—and when not to; and how to use Latin abbreviations, an ellipsis, superscript, and subscript text.

#### Text Layout

Many elements comprise the design and layout of text: the hierarchy of section headers and inline headings; numbering; ordered (numbered) and unordered (bulleted) lists with introductory paragraphs; indenting; spaces around paragraphs and in sentences; hyphens, en dashes, and em dashes; hanging quotes; two methods for setting single and double quotes; long quotations; footnotes and endnotes; and color.

#### Integrating graphics

Graphics—photos, artwork, charts, tables, graphs, and other graphical elements—can enhance comprehension in any document. Placement, though, is critical. Points to consider when placing graphics: captions and their placement, and their reference; alignment, size, sidebars, and call-outs.

#### Typesetting Guidelines

Research reveals 12 typesetting methods that increase—sometimes dramatically—how much your audience reads, comprehends, uses, and responds to your document. Learn to apply these methods to better meet your goals.

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# Writing for Results

Plan what you write.

Write to the plan.

Consider your reader.

Through extensive analysis and planning, write to your reader's needs and interests to best achieve the results you desire.

**One day of classroom instruction, practice,  
and individualized learning.**

**One year of direct support.**



**YOU ARE INVITED TO LEARN:** The Writing for Results process:  
1. Think: analyze and plan.  
2. Communicate: write and revise.  
3. Perfect: edit and format.

Structure your writing.  
Improve retention.  
Influence your reader.

# ABOUT Writing for Results

To achieve the results you desire, focus your writing on your reader.

**W**hen you write, you can inform, instruct, or persuade your reader. And you can get them to respond in a certain way. This response can be quite simple—your reader knows something—or it can be complex—accept a proposal to buy from your company. To obtain these results, you must know three things: what you want to communicate in your writing, who your audience is, and what you want them to do.

Writing is a journey, no different than traveling. You must know where you are going and how you are getting there. You wouldn't embark on a journey without a destination, and so it is with writing. Before beginning to write, identify what you want to accomplish—your goal—and how your reader can enable you to attain that goal. To do this effectively, identify what most influences your reader, their motivation, their benefit. Positive results ensue.

## CLASSROOM TOPICS

Through a series of interactive lectures and discussions, real-life writing tales, group work, and supervised practice, you learn the skills necessary to write clearly and achieve the results you want.

### Three-step Process

This class covers the entire spectrum of effective written communication. We present a simple three-step process for writing any type of communication: from the complicated (detailed reports and marketing proposals) to the common (interoffice email) to the sublime (corporate blogging). This process cuts your writing time by at least a third, increasing your productivity.

### Influence your Reader

Write to influence your reader. Analyze their reading style, knowledge level, attitude, and motivators. Put this analysis to work by tailoring the content, writing style, and presentation of your writing to meet your reader's needs and interests.

### Think: Analyze and Plan

To start, analyze and plan your writing—think. Identify your goal, and how you intend to achieve it. We introduce the concept of a key persuasive idea that motivates your reader to act as desired. Learn eight techniques for gathering information, then organizing and developing your ideas into a coherent message.

### Communicate: Write and Revise

Now it's time to write. Once you know what to say, who to say it to, and how to say it, writing tends to flow more easily. We show you proven ways for creating a first draft, techniques for rewriting and revising, and a simple method for turning blasé text into action-oriented prose. The result: clear, concise, accurate writing.

### Perfect: Edit and Format

The final step is to tighten your writing. Your goal here is to remove any stumbling blocks and pave the way for your reader to understand what you wrote and to act as you want. Our comprehensive checklist shows you the way.

### Structure your Writing

Paragraphs of uninterrupted text present a grey image, and can be daunting to read. With structured writing, you employ concise headings that break up the text and enable your reader to grasp the overall concepts at a glance. This speeds reading and improves retention.

### Tools for Writing

You receive a quick reference card outlining our three-step writing process and the techniques for creating more powerful prose by employing strong verbs. You also receive our succinct, annotated booklet on core grammar and punctuation rules. Both of these handy writing tools encapsulate the process of writing for results.

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# Business Writing

Learn the fine art of business writing... by writing!

Follow a structured, step-by-step process outlined in a checklist format to create cogent, concise, reader-focused plans, reports, proposals, instructions, and other business-oriented documents.

Apply this process in a customized project to enhance skill transfer.

**Two days of classroom instruction, practice,  
and individualized learning.**

**One year of direct support.**



**YOU ARE INVITED TO LEARN:** The step-by-step, business writing process:

1. What Is business writing
2. The three steps of business writing: plan, write, and finish.
3. Document types.
4. Write to transfer skills

# ABOUT Business Writing

## Write clear, concise, coherent documents

**B**usiness writing is mostly about creating documents: reports, proposals, instructions, memos, procedures, policies, documentation, and specifications. If writing these projects is challenging, if you are a business professional, in sales and marketing, an engineer, programmer, computer or IT professional, scientist, or in research and development, then this class is for you.

**Benefits you will attain.** Business writing is a skill that requires diligence and practice. This Business Writing class revolves around a three-step writing process—the foundation of all superb writing. You will work on this writing process, review your own writing and that of others, as well as complete exercises to master specific writing techniques and overcome common pitfalls. You will also learn how to write audience-centered documents, the fundamental key for your readers to fully comprehend and use your document as needed.

### CLASSROOM TOPICS

Write to your audience to garner the results you desire. Write in a controlled manner.

#### What Is Business Writing

Learn the three purposes of business writing, as well as its two attributes, and how best to address them.

#### The Three-Step Writing Process

Review the step-by-step process of business writing—plan, write, and finish—and how to apply it to create reader-focused documents. Follow our explicit checklist for creating documents, small to large, that achieve results.

#### Step One: Plan

Develop a clear, explicit purpose for your writing, then identify and analyze the three kinds of audience you are writing for. Devise three to five points to make to your audience that advances your purpose, then organize and sequence them appropriately.

#### Step Two: Write

Organize your ideas using one of the organization methods, sequence ideas, and group information using explanatory headings.

Write clearly and succinctly to meet your audience's needs using straightforward sentences while eliminating stumbling blocks to comprehension (such as gobbledygook, sexist language, jargon, euphemisms, and clichés). Practice drafting as a method for quickly getting your thoughts on paper.

Use these aspects of verbs appropriately: action verbs, active voice, person, tense, and

tone to communicate effectively. Concentrate verbose verbs and excavate buried verbs.

Choose the correct words (including frequently misunderstood words) and terms, and use them consistently.

Revise to reconsider existing text, include new information, recast your sentences, and create cogent paragraphs. Ensure parallel structure, use precise words, create cogent ordered and unordered lists, use positive expressions, and control sentence length. Rewrite to expand your perspective, and for easier comprehension and readability to better address your audience and purpose.

#### Step Three: Finish

Edit for correct word usage and clarity. Check for consistency and accuracy. Spell check to fix misspellings. Proofread to correct grammar, punctuation, contextual misspellings, and mechanics. Format to visually display your information so that your reader can quickly grasp its structure and organization.

#### Document Types

There are four major document types—instructions, reports, plans, and proposals—and a number of smaller one (including emails, memos, and letters). Learn what each comprises, and how to write each for the greatest impact and results.

#### In-Class Writing Project

Plan, write, and finish a project customized to meet your business needs, then conduct a peer edit to enhance your skills—an exercise that helps transfer your training to the job.

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# Essential Editing

Editing techniques for English are seemingly endless. Some for straightforward, while others are esoteric; some common, and some obscure.

This class focuses on those editing techniques that are essential to comprehension and readability.

**One day of classroom instruction, practice,  
and individualized learning.**

**One year of direct support.**



**YOU ARE INVITED TO LEARN:** Three levels of edits incorporating:

1. Editing text
2. Grammar
3. Punctuation
4. Mechanics
5. Document edit

# ABOUT Essential Editing

## Perfect your writing by applying correct grammar and editing techniques

**A**fter you have created the perfect content for a document, perfect it through some final editing and by applying basic writing rules and principles. Small errors can accumulate, become impediments to your audience, and ultimately derail the purpose of your writing. Grammar, punctuation, mechanics, word choice, style — these concepts and many others form the foundation of solid writing. For the most part, these techniques are straightforward, inflexible, and so critical to clear writing.

**Benefits you will attain.** Learn how to apply the more basic and common editing techniques. In the end, you feel confident that your writing is clear and unencumbered.

**Who should attend.** Executives, managers, sales and marketing personnel, team leaders, engineers, scientists, IT and computer personnel, who need to clearly communicate their ideas and information in writing.

### CLASSROOM TOPICS

The purpose of editing is to tighten your text, eliminate errors, and ensure that your prose meets the needs of your reader. This class focuses on those essential editing tasks.

#### The Essential Editing Tasks

There are five essential areas for editing any document: tightening, grammar, punctuation, mechanics, and the document edit.

#### Editing to Tighten Your Text

Tighter text is easier to understand. Practice techniques for finding and replacing incorrect words, reducing wordy phrases, substituting more accurate words, and combining phrases and word strings to focus your text. Learn the steps for a light edit, medium edit, and full edit, and how long each takes.

#### Grammar

Grammar ensures that text is understandable and makes sense to the reader. Review the three sentence structures: simple, compound, and complex. Ensure your subject and verb agree. Consider tense—past, present, and future—and ensure its consistency. Understand how to apply five major parts of sentences: pronouns: personal and relative; modifiers: adjectives and adverbs; conjunctions (and, or, but, yet); clauses: dependent and independent; and phrases: noun, prepositional, gerund, and infinitive.

#### Punctuation

Punctuation involves the correct usage and placement of periods, commas, semicolons, apostrophes, and other punctuation to

enhance readability and comprehension. Learn the differences between various punctuation rules, and why some lead to ambiguity. Punctuation includes commas; colons and semicolons; single and double quotation marks; hyphens and two types of dashes; parentheses; question marks and exclamation points; and ellipses and slashes.

#### Mechanics

Mechanics involves the correct application of:

- ◆ Numbering: when you write out a number and when to use digits
- ◆ Abbreviations: Latin abbreviations, acronyms, and other abbreviated words
- ◆ Emphasis: bold and italics
- ◆ Spacing: in sentences and around headings

#### The Document Edit

Many items in a document must be checked to ensure they are correct, consistent, coherent, and complete. Learn the difference between spell checking and proofreading. Review a document's formatting and to correct common errors.

#### In-Class Editing Project

It's one thing to learn skills, and another to put those skills to use. Practice your new skills by editing a problematic document, then reviewing your changes with other class participants.

#### Class Materials

As references, you receive *Easily Confused Words*, an exhaustive desk reference, together with an extensive editing checklist.

### SOLARI'S LEAD INSTRUCTOR

## Rich Maggiani



#### Certified Teacher

Rich is certified to teach professional adults down to high school students. He teaches communication classes to business professionals across the country, as well as to both undergraduate and graduate students. Rich understands that classroom skills must transfer to the job to be most effective, and employs techniques to ensure that training transfers. He holds a Masters degree in Administration, and a Bachelor's in Education. In 2008, Rich earned the rank of Fellow from the Society for Technical Communication. Learners benefit from his academic and professional background.

#### Instructional Designer and Trainer

For over twenty years, Rich has been designing instruction and teaching for universities, nonprofits, governments, and corporations small and large. Instructional materials include instructor guides, student guides, reference manuals, job aids, tutorials and online help, curricula, and classroom content (concepts, skills, exercises, practice activities and scenarios, and discussion questions). He regularly presents at professional conferences on a variety of communication topics. Rich also writes a series of position papers on communication topics, and authors a column for the professional communication periodical, *Intercom*.

#### Communication Professional

Rich founded Solari Communication to offer clients a spectrum of communication services that enable companies to prosper. As a business owner, Rich fully appreciates that simple, clear communication is crucial to success. Rich ensures that skills he imparts in the classroom not only benefit students, but more importantly, enable your company to attain its goals.

*"I view Rich as an organizational partner. The classes he delivered far exceeded our expectations and allowed us to take our curriculum to a new level of professionalism and effectiveness."*

June Sonsalla, PHR, HCS; Ameriprise Financial, Employee Development, about developing introductory and advanced presentation skills classes

*"I've seen other presentations that Rich has given and I've never been disappointed! Excellent presentation. Best one of the show!"*

Anonymous evaluation; from STC's international conference, Las Vegas

*"I'm fully engaged at work now, more of a catalyst."*

Tracey Martinsen, after taking the "Rediscover Your Inherent Skills" class

*"Training materials have improved dramatically, shortening our training time and eliminating the need for temps."*

Nick Karobon, City of Milwaukee Water Works; about the new training materials designed and developed by Solari instructor Rich Maggiani

*"Positively funny and engaging. I learned so much."*

Anonymous evaluation; "Are You Listening?" class

*"Rich rocks!"*

Anonymous evaluation; "Writing for Results" class

## CLASS INFORMATION REQUEST

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

WEBSITE \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

### Communication Trilogy classes:

- Presenting with Poise
- Writing for Results
- Are You Listening?

### Presentation classes:

- PowerPoint Basics & Beyond
- Designing Presentation Slides
- Presenting with Poise
- Introductory Presentation Skills
- Advanced Presentation Skills

### Business Writing classes:

- Working with Word
- Document Design
- Writing for Results
- Business Writing
- Essential Editing

### Business Communication classes:

- Are You Listening?
- Communication Skills for CSRs
- Rediscover Your Inherent Skills

### Who is participating in these classes?

- Executives
- Managers
- Sales & Marketing
- Team Leaders
- Technical Staff
- Professional Staff

### When would you like to schedule a class?

- Up to 10
- 10 to 50
- 50 to 100
- 100 to 500
- More than 500

### When would you like to schedule a class?

- This month
- Next month
- Within the next six months
- Within the year

Complete and mail; call us at 802.879.9330; or complete online at [www.solari.net/info.php](http://www.solari.net/info.php)



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