

# 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.

## 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.