

Write Better Right Now

On-Site Training Programs

Grammar.com

Executive Summary

Instructor: C. Edward Good, developer of GrammaRight and author of *A Grammar Book for You and I, Oops, Me!* (A Literary Guild Selection)

Objective: To instruct your personnel in the art and strategy of effectively writing all kinds of documents, from reports and memos to emails and letters.

Benefits:

- Learn theories of organization for a sound structure.
- Learn techniques of transition to ensure a smooth flow.
- Learn how to write in a plain-English style based on theories of verb-based prose.
- Learn the pitfalls of technical writing, which often cloud the message.

Time: One- or two-day training program conducted on-site

Costs: \$4,500 plus cost of transportation and lodging (one day)
\$7,500 plus cost of transportation and lodging (two days)

Call Us: Email this proposal to colleagues. Then call Mr. Good at 1-240-GRAMMAR to get answers to your questions.

GrammaRight®
Clickable Help for Writers
Grammar.Com
P.O. Box 76
Waterford, VA 20197
1-240-GRAMMAR

Write Better Right Now

A Course in Effective Writing

C. Edward Good

Introduction

The plain-language movement is gathering steam. Leading corporations are revising their documents, cutting down on confusion, and reducing the number of calls to their help centers. Yet at the same time, CEOs are lamenting the dearth of writing skills among recent graduates. To fix the problem, many recognize they need help and bring in the experts to train their people in the art of writing clearly, succinctly, and persuasively.

Since the late 1970s, C. Edward Good has participated significantly in this movement in the United States, Asia, and Europe. He has trained more than 5,000 engineers, managers, executives, support staff, and lawyers.

- **Philips Electronics**. In November 2005, Ed presented a one-week program to professionals at the company's office in Shanghai, China. In May 2006, Philips then invited Ed back to present a one-week advanced course in Shanghai. In November 2006, Ed presented a two-day program to engineers and technical people at the company's headquarters in Holland.
- **DuPont**. Ed presented a two-day course for technical writers and IP professionals in 1999. A vice-president wrote a review of the *Oops Me* book, saying:

Clarity of expression is essential in our business. Ed Good's book—especially in combination with the course he presented at DuPont—provides powerful tools to help our technical writers explain complex scientific concepts in understandable prose.

- **Caterpillar**. Ed presented a two-day course for technical people and paraprofessionals in September 2001. A senior IP counsel wrote a review of *Oops Me*:

We stress the importance of straightforward, concise, grammatically correct writing. This entertaining book will help us write about complicated subjects in a way our readers can easily comprehend.

- **Other Fortune 500 Companies.** Westinghouse, GlaxoSmithKline, PPG Industries, Pratt & Whitney, Hershey Foods, General Electric, Coca-Cola, and Kraft Foods.
- **Federal Agencies.** The IRS commissioned Mr. Good to develop and conduct a series of courses in persuasive writing for more than 1,500 professionals nationwide.

Other federal agencies sponsoring the course include SEC, FTC, CFTC, MSPB, DOJ Tax, DOJ Antitrust, Navy JAG, Air Force JAG, Army JAG, Department of Veteran Affairs, and many others.

We are pleased to propose our training programs in effective writing for your executives, managers, supervisors, and technical staff—indeed anyone who puts pen to paper or fingers to keyboard.

Faculty

Ed Good developed GrammarRight, the new clickable help system for writers, and wrote *A Grammar Book for You and I, Oops, Me!* He was graduated *cum laude* by the University of North Carolina. He continued his studies at the University of Virginia School of Law, receiving his J.D. degree in 1971. Mr. Good accepted a general faculty appointment as Director of Writing at Virginia Law in 1975.

From 1980 to 1993, Ed traveled throughout the country, giving seminars in effective writing to professionals at federal agencies, corporations, and law firms. In 1993, he joined Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, the world's largest law firm specializing in intellectual-property law. There he conducts a variety of training programs, helps the attorneys with their publications, assists with the interpretation of language, responds to questions on grammar and style, and provides training programs for the firm's clients.

The *Oops Me* book is a Literary Guild Selection. Excerpts from reviews appear at the end of this proposal.

Curriculum

This training program will stress the three most important features of writing: content, style, and appearance.

In the content part of the course, participants learn two theories of organization: positional and cognitive. The latter recognizes the way the human mind receives, absorbs, and retains information. Participants learn that good writing comprises two kinds: (1) writing that conveys substance and (2) writing that prepares the reader's brain to understand the message.

In the style part, participants learn the vital connection between grammar and style. Ed's grammatical approach to style, as found in *GrammaRight* and the *Oops Me* book, is perhaps unique, for few other courses or style books try to show the grammatical causes of poor writing. As one professional journal put it:

Good provides a series of clear analytic tools for determining why prose intended to be eloquent and persuasive so often turns out flabby and downright disagreeable to read, transforming the reader into a foe.

In the appearance segment, participants learn that readability and appearance go hand in hand. Writing that consists of margin-to-margin text produces swampy, marshy prose, imparting pain instead of knowledge to the readers.

Course Materials and Exercises

Each course participant receives a course book with detailed lecture notes, examples and explanations of good and bad writing, and exercises the participants can complete during the sessions or on their own. Before the course, we will send you some PDF files along with printing instructions.

You may also purchase copies of the *Oops Me* book. The cost is \$17.95.

And you may purchase licenses of *GrammaRight*, which puts the full text of the *Oops Me* and much more right on the personal computers of your writers.

Course Schedules

A one-day course lasts six hours and ordinarily deals only with writing style. A two-day version concentrates on all matters of content, style, and appearance. Shorter presentations of one to three hours are also available.

Tuition

These rates apply to any group regardless of size. Air fare and lodging are extra.

\$4,500 (one day)

\$7,500 (two days)

\$3,500 (short presentations of one to three hours)

Reviews of *A Grammar Book for You and I, Oops, Me!*

A Literary Guild Selection

William Safire, *New York Times*

A good read for word mavens.

On Language, Summer Reads
July 7, 2002, Sunday, Section 6, p. 10

Bryan Garner

This book will awaken anyone's dormant interest in language and help people overcome a fear of grammar. With verve and wit, Ed Good rescues grammar from ill-deserved neglect.

Bryan A. Garner, author, *The Oxford Dictionary of American Usage and Style*

Milwaukee Journal Sentinel

Then, in an easy style, Good takes the reader through 419 pages of proper usage of the English language. This is *Strunk & White* times two. And as authoritative and joyful to read.

Washington Post

His expertise is gaining recognition. William Safire mentioned Good's book in his "On Language" column in the *New York Times Magazine* on July 7.

Sunday, July 21, 2002, p. LZ03

CopyEditor

If you're looking for a painless crash course in grammar, turn to this brilliantly readable primer. From parts of speech to parallel structure, the ground covered is comprehensive; the prose is lively and clear.

June-July 2002 edition

Legal Times

When it comes to writing, C. Edward Good is the law As evidenced by the title of his book, Good's passion for grammar and good writing hasn't robbed him of his sense of humor or his sense of proportion. *A Grammar Book for You and I, Oops, Me!* is clearly not the work of a scold. It's as witty and as common-sensical a guide to writing as you'll ever add to your reference shelf.

Good's Grammar, April 22, 2002, at 22-23

Conclusion

We believe that secondary and higher educational institutions have neglected the field of effective writing. Perhaps many believe that good writing simply cannot be taught, that students either have a talent for writing or they don't, that writing ability cannot be acquired.

We disagree.

For the past 25 years, Mr. Good has conducted training programs for thousands of executives, managers, lawyers, engineers, and other smart people in the United States, China, Taiwan, and Europe. The response of the participants is always the same. As one manager put it, "This is the best course I have ever taken." As another commented, "I'll never write the same way again."

We believe that the training program proposed for your office will have the same effect. Your participants will learn the features of good writing. They will learn the recurring pitfalls that discourage clarity and often prevent communication itself. With practice, they will learn to change their writing habits, which have gone uncriticized and perhaps undetected throughout their educational and professional careers.

We invite your response to this proposal. Please call Mr. Good at 1-240-GRAMMAR.