About the course

Business Writing Essentials online has been developed by Business Writing Global and benefits from our 30 years experience as specialist providers of business writing courses.

In that time, we have trained more than 40,000 satisfied participants from corporate businesses and government agencies across Australia and Asia-Pacific.

This self-paced online course is the 'toolkit' covering all the principles of professional business writing.

The course shows you how to apply these principles to a variety of documents including:

- Emails
- Reports
- Proposals
- Technical documents
- Board papers
- Policies and Procedures

By completing this course, you will understand the importance of business writing as a communications and customer service tool. You will develop writing confidence, write faster and look more professional.

Who should do this course?

Everyone who writes or edits work documents

Learning outcomes

You will learn how to:

- Write persuasive and consistent documents tailored to your readers' needs
- Apply the principles to all your work-related documents
- Write with confidence
- Influence decision-makers
- Write in a more professional style
- Reduce document turnaround times

Course content

The course has been developed as a series of 16 learning modules.

It has been designed so that you can work at your own pace and in your own time. You can leave the course and later resume from where you left off.

In total, it takes about 4 to 5 hours to complete.

Topics include:

- Pre- and post-program assessment
- Writing purpose – value to the reader
- Organising your thoughts
- Readability
- Plain English – writing clearly and concisely
- Active and passive voice, grammar
- Structure and layout, including Front-Focus™
- Using appropriate language and tone
- Writing for impact
- Mind Mapping as a tool for document planning
- Padding and punctuation
- Review and editing your documents

Resource Centre

In addition to the video explanations and exercises you will undertake during the course, we provide you with a series of valuable resources for later reference:

- **Business Writing Essentials** – an 80-page participant reference manual
- **Look it up Book** – a handy guide to help you deal with issues of grammar and punctuation in a modern business writing context
- **12-point Email Writing Checklist**