



“Better Business Writing” Online Course

In this fun, interactive course, participants learn how to effectively apply their critical thinking and problem-solving skills to create strategies that will result in clear, concise, targeted business documents.

The seven modules of this writing course teach the basics of clear, succinct writing, including how to avoid wordiness, write targeted documents for specific readers, create flow, write effective emails, and construct effective editing and proofreading strategies. Each module takes roughly 30 minutes to complete.

How the Online Course Works

1. Register for the online course
2. Access the online course via our website
3. Listen to a module
4. Submit your writing sample
5. Get feedback within 24 hours

If you purchased the Gold or Platinum package,

6. Schedule a coaching session.

Topics

Module 1: The Building Blocks of Business Writing

Module 2: Making Your Writing Easy to Read

Module 3: Writing Concise, Precise Emails

Module 4: Writing Effective Business Letters

Module 5: Writing Business Reports

Module 6: Writing Proposals

Module 7: Constructing Useful Editing and Proofreading Strategies



	Write Better Silver Package	Write Better Gold Package	Write Better Platinum Package
What's Included			
Voiced lectures	✓	✓	✓
24/7 180-day access	✓	✓	✓
Knowledge checks	✓	✓	✓
Take-away tips	✓	✓	✓
The Hurley Write eBook	✓	✓	✓
Certificate of completion	✓	✓	✓
Hurley Write Cheat Sheets	✓	✓	✓
Writing Options + feedback on up to 10 pages of text per module	✓	✓	✓
One coaching call per module		✓	✓
Report on progress			✓
Second review of work after first revision			✓
Workbook with exercises			✓
Cost (per person)	\$1428.00	\$1758.00	\$2198.00