

Fran Berman



Speaker ♦ Author

**Change
Technology
Productivity**

*“Any seminar can tell you how –
Fran also told me why!”*

Ted Cerise
Orthopedic Associates

Tailored to Your Audience

**Keynotes
Break-out Sessions
Half- and Full-day Seminars**

Business Writing that Means Business

“Like stones, words are laborious and unforgiving, and the fitting of them together, like the fitting of stones, demands great patience, strength of purpose, and particular skill.”

– Edmund Morrison

Does your writing earn you respect from management and admiration from your peers, or destroy your credibility and undermine your job effectiveness? Improve your business writing and become an indispensable member of the team.

You will learn practical skills and:

- ♦ How to avoid the seven deadliest business writing sins
- ♦ Punctuation principles (or is that “principals”?)
- ♦ How to write professional reports and persuasive proposals
- ♦ Letters, memos, and e-mails that your reader will read
- ♦ Tips to tackle writer’s block
- ♦ How to be less wordy without being abrupt
- ♦ The top 10 most troublesome word pairs
- ♦ How to proofread for perfection
- ♦ Checklist of the best references and resources you must have

Contact us today to reserve Fran Berman for your next event.



25602 Alicia Parkway, Suite 223, Laguna Hills, CA 92653-5309
Tel. (949) 643-0803 ♦ Fax (949) 643-2741
fran@franberman.com ♦ www.franberman.com

