

BUSINESS WRITING SOLUTIONS®

from Scottsdale Seminars, Inc.

**** SCROLL OR PAGE DOWN TO REGISTRATION FORM ****

April 16 at ASBA 4600 E. Washington St., 8:30 a.m.-4:00 p.m.

for complete details: www.scottsdaleseminars.com/publicseminars/index.htm

What you'll learn:

- A six-step writing process you can use for *any* kind of business writing
- How to write at least 30 percent faster than you write now
- The key to creating business writing people actually *read*
- The biggest mistake nearly every writer makes (I'll bet you make it, too)
- Seven questions to ensure writing success
- Eight questions guaranteed to destroy writer's block
- The most important question of writing (the only one that matters)
- "Positioning" your ideas for greatest results

How you'll benefit:

- Increase your overall work productivity by 6-7%, forever
- Save your organization thousands of dollars in annual writing costs
- Gain confidence in your writing that every reader will notice
- Apply these ideas to *all* business and technical documents
- Learn for yourself the same ideas thousands of employees at **Southwest Airlines**, **NASA-Kennedy Space Center**, **Los Angeles County**, **U.S. Postal Service** and **State of Arizona** (among others) have heard in onsite training!

Take advantage of these extras at no additional cost!

- FREE:** 90 days of post-seminar writing consultation and feedback
- FREE:** Writing Tips® cards with reminders of key seminar concepts
- FREE:** Subscription to monthly e-newsletter with writing ideas
- FREE:** The seminar itself, if you're not completely satisfied

Why you (and your people) should attend:

- To refresh writing skills and eliminate bad writing habits
- To create writing that gives readers a positive impression
- To "test drive" this program for onsite scheduling
- To make the best training investment of 2010

My guarantee:

I wrote this seminar, teach it from a lifetime of writing and speaking experience, and guarantee your complete satisfaction. *Use the registration form below* to fax in your reservations for these seminars. Yours for better business writing,

Jonathan Clark

Seminar Registration: ASBA Members

I want to attend **Business Writing Solutions!** Please enroll the following people for the one-day class in Phoenix, AZ, at the rate of \$139 per person. This ASBA member-only discount is a 40 percent discount from the regular rate of \$229.

(NAME)

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(Use additional page for more registrations)

CONTACT PERSON NAME: _____

ORGANIZATION _____

STREET _____

CITY _____ **ST** _____ **ZIP** _____

PHONE _____ **FAX** _____

E-MAIL ADDRESS _____

TOTAL NUMBER OF PAID REGISTRANTS _____ @\$139.00 each = \$ _____

METHOD OF PAYMENT (check one)

_____ Check enclosed (payable to Scottsdale Seminars) Check No. _____

Mail to Scottsdale Seminars, P.O. Box 268, Phoenix, AZ 85001

_____ Purchase order (government only) Number _____

_____ Credit Card: NUMBER _____ EXP _____

FAX THIS FORM TO 602-274-1140