

Writing for Impact: A Bootcamp for Market Researchers

Introductory course, 4 weeks/6 hours of class time (90 minutes per day)

Learn how your market research writing can pack more punch! The most successful writers know how to balance syntax, revise weak sentences, and master usage challenges. This course will take your writing from good to great!

During this 4-week course, you will see strong and weak examples of market research writing, and learn key writing concepts that will transform your reports, emails, and presentations—even about how writing should be different in Word versus PowerPoint. The course will cover basics of style such as punctuation and usage, and help students develop their own house style guides adapted to their specific audiences.

This class includes homework assignments directly focused on writing skills and developing a style, and students should be prepared to spend one hour per week on homework. Students will receive writing feedback from the instructor on both in-class exercises and homework assignments.

NOTE: This class focuses on word, sentence, and style-level writing and style. For specific ways to report data and structure reports, see *Writing Qualitative Research Reports* or *Writing Quantitative Research Reports*. For specific ways to create data displays in your reports, see *Data Visualization 101* or *Data Visualization & Dashboard Design*.

Day 1 (90 minutes): Starting with Sentences	<ul style="list-style-type: none"> • Purpose of market research writing: storytelling that inspires insights
	<ul style="list-style-type: none"> • Focusing on action and verbs
	<ul style="list-style-type: none"> • Balancing syntax: parallelism, periodic, and loose sentences
	<ul style="list-style-type: none"> • Redundancy and brevity: saying more with less
	<ul style="list-style-type: none"> • Putting it all together: tone for your client and audience
	<ul style="list-style-type: none"> • <i>In-class exercises: action verbs, sentence balance, and redundancy</i>
Day 2 (90 minutes): Punctuation and Usage	<ul style="list-style-type: none"> • Introduction to common punctuation errors
	<ul style="list-style-type: none"> • Advanced punctuation: em-dashes, serialized lists, quotation styling, adapting punctuation to presentation slides,
	<ul style="list-style-type: none"> • Usage issues: numerals, percentages, words, etc. in quant reports
	<ul style="list-style-type: none"> • Usage issues: commonly confused words and agreement problems
	<ul style="list-style-type: none"> • Usage issues: concrete language and avoiding vagueness
	<ul style="list-style-type: none"> • Putting it all together: punctuation and usage to develop style
	<ul style="list-style-type: none"> • <i>In-class exercises: punctuation and usage for style</i>

<p>Day 3 (90 minutes): Developing a House Style</p>	<ul style="list-style-type: none"> • Stylized punctuation: italics, parentheses, quotations, capitalizations • Addressing pronouns and gender concerns in the modern world • Abbreviation and acronyms: when to use 'em, when not to • Style differences in reports versus presentations • Citations and reference styles—linking to other research • <i>In-class exercises: style editing and developing a style guide</i>
<p>Day 4 (90 minutes): Bringing it All Together: Assembling and Revising Research Writing</p>	<ul style="list-style-type: none"> • Structure, headings and subheadings • Lists and bullets • Captioning and referencing your figures, tables, and data displays • Instructor's specific feedback on a sample of your writing • Summative exercise: writing & revising a sample topline report • <i>In-class exercises: instructor and peer review of writing</i>

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.