



Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

WRITING

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Writing Program Objectives

(1 of 2)



To acquire generally useful techniques for effective writing.



To learn specific skills that apply to all forms of writing.



To utilize easy exercises that can help to improve your writing.

Program Objectives

(2 of 2)



To become familiar with common writing mistakes.



To gain insights that improve all forms of business writing.



To develop specific skills.



To meet unique writing demands.

Writing

The ABC's of Writing

(1 of 4)

Writing aims to capture a thought or idea and to transfer it to a permanent format, making it tangible.

The responsibility for that transfer falls squarely on the writer's shoulder.

If communication is the ultimate goal, write for your audience, not for personal style.



Writing

The ABC's of Writing

(2 of 4)

Verbal communication is aided by nonverbal cues, like hand movements and facial expressions.

Writing has to be much clearer than spoken language because it lacks these assisting cues.

Objective, factually-based writing is stronger and more persuasive than writing that relies on opinion and hearsay.

Writing

General Writing Tips

(1 of 13)

The Ins and Outs of Paragraphs:

Be conscious of paragraph size and structure.

Keep each appropriate for the paper's purpose.

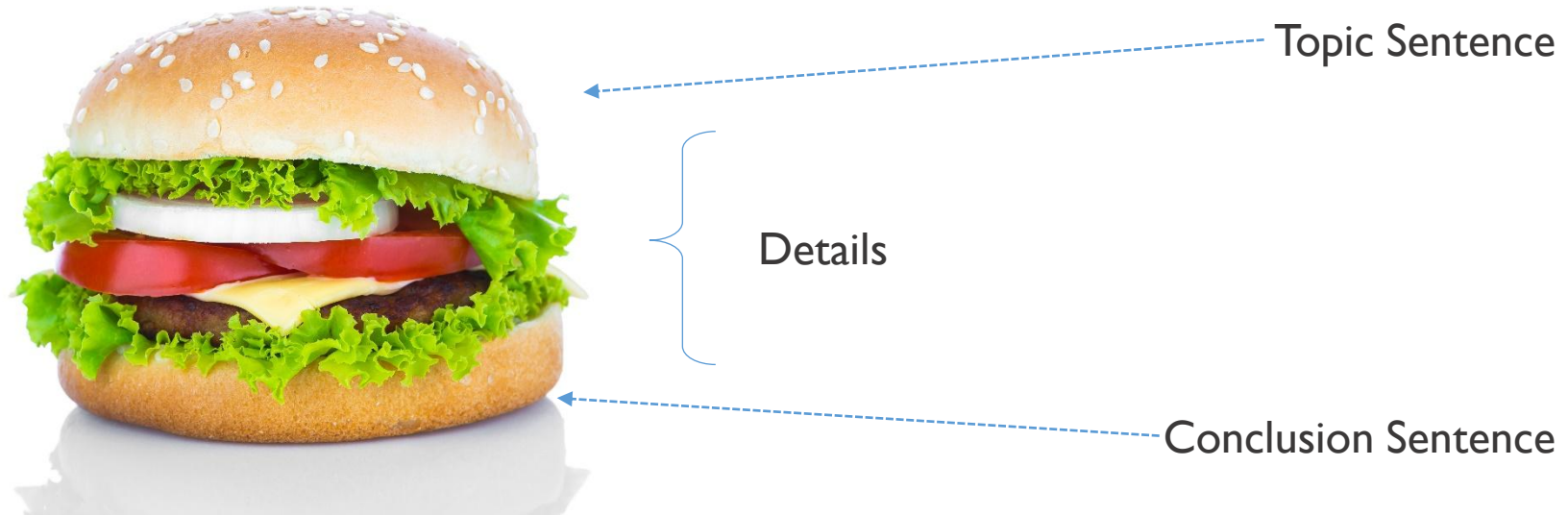
Open each paragraph with a statement, and then follow that statement up with evidence.

Writing

General Writing Tips

(3 of 13)

Remember that paragraph diagram you saw in elementary school? It's still valid!
Take a double cheeseburger for example...



Writing General Writing Tips

(9 of 13)

Cater to your Audience:

Do not insult your audience by oversimplifying your argument or its supporting facts.



However, include technical information only to the degree necessary for your readership.



There need to be different points of emphasis when writing to a Sales VP vs. the IT Director. Adjust according to those needs.



Writing

General Writing Tips

(13 of 13)

Address Both Sides of the Argument:

It is better to explicitly mention and discuss opposing viewpoints than to ignore them.

Including other arguments can bolster the reader's confidence that you have reviewed all information thoroughly and have used objective analysis.

Show the merits of these counter-arguments, along with their flaws.

Writing

Writing Pitfalls

(7 of 9)

Presenting a One-Sided Argument:

There is more to gain by including counter-arguments than by omitting them.

Review alternatives, and evaluate them, using research and analysis rather than opinion.

Anticipate possible objections and counter them effectively.

4

Writing

Structuring Sentences

(5 of 9)

Qualification:

A sentence that acknowledges weaknesses, questions, or inconclusive evidence in supporting paragraphs.

These illustrate thorough research and analysis and are typically paired with supporting sentences.

3

Writing

Structuring Sentences

(6 of 9)

Analysis:

A sentence that defines, clarifies, or evaluates an assertion.

These sentences are similar to support in that they follow assertions and are based in logic rather than in fact.

4

Writing Solutions to Writer's Block

(4 of 9)

Adopting New Organizational Strategies:

Then, create some sort of outline to guide you, even if it is subject to change.

This will help you to remain clear and loyal to your point.

2

Solutions to Writer's Block

Writing
(5 of 9)

Adopting New Organizational Strategies:

Step 3: Finally, distance yourself from the project, then come back and look over your notes.

Hopefully you will return with a new perspective and fresh ideas.

2

Solutions to Writer's Block

Writing
(9 of 9)

Clarifying:

If you have a good thought, yet cannot find a precise way to write it, try explaining it aloud to a peer.

Use your verbal explanation as a first draft.

4

Brainstorming

Writing
(3 of 4)

The process of brainstorming is uncontrolled.

However, it is critical that you establish the right parameters for the process in advance.

Make sure each participant knows the aim of the session (why ideas are needed).

Writing

Introductory Letters

(3 of 7)

Heading:

The heading needs to be short, clear and segue easily into the summary.

Do not think of it as a title, think of it as one or two sentences that best convey the letter's purpose.

Writing Sales Writing

(4 of 8)



Write in short sentences that each contain a single statement.

Several simple sentences are more effective than one complicated sentence.

Break up ideas with periods rather than commas, hyphens, colons, or semi-colons unless absolutely necessary.

Report Writing

(3 of 8)

Make sure to have an organized outline before completing the research.

An outline can always be adjusted to suit new challenges or additional information.

In contrast, there is a good chance that research will be fruitless without a predetermined outline.

A blurred background image showing three people in a professional setting. A man in a grey shirt is leaning over, pointing at a laptop screen held by a woman in a black top. Another person in a white top is partially visible in the background.

Writing Report Writing

(7 of 8)

Devote more time to furnishing strong evidence of your argument than to polishing the language.

More often than not, complex sentences will cloud your paper more than they will impress your peers.

Writing

Tips for Media Dealings

(1 of 9)

Adopt a Diplomatic Attitude.

1

Don't Wait Till the Last Minute.

2

Be Sure You Include...

3

Be Concise.

4

Practice Straightforward Communication.

5

Be Specific Wherever Possible.

6

Establish Long-Lasting Connections.

7

Be Realistic.

8

Writing

Tips for Media Dealings

(2 of 9)

Adopt a Diplomatic Attitude:

Do not exert pressure on the media to attend events.

Even if that effort succeeds, the coverage you end up getting will not be optimal.

Cater to their needs as news distributors when notifying them of upcoming events.



Mistakes in Media Dealings

Writing
(1 of 4)

Avoid the Following Errors:

Never act on the temptation to pass on advanced rumors or company projections.

There are too many ways for those types of leaks to backfire.

Writing

Professional Email Do's

(1 of 15)

Style, Format, and Layout:

Remember, reading from a screen is more difficult than reading a hard copy.

Follow these tips to make your emails accessible and painless for your reader:

Professional Email Don'ts

(1 of 4)

Avoid the following mistakes when using email in a business situation:

Buying into forwards and chain emails. (You will never receive a million dollars for sending an email to 10 friends!)

Discussing extremely sensitive or confidential topics.

Using the passive voice.

**FOR MORE INFORMATION
VISIT US ON**

