

# FEEDING ON FEWER WORDS

## A Plain Language Writing Workshop

*Every day, we are bombarded with thousands of messages. Email. Faxes. Texts. And tweets! Getting your message across to readers is harder than ever.*

Successful organizations and professionals recognize the value of good writing and its role in reaching audiences, increasing understanding, improving productivity and reducing costs. The secret to effective writing in today's cluttered marketplace is saying more with less.

Using fun and memorable techniques, this Plain Language Writing Workshop will help you break through the noise and convey your message clearly. This workshop is designed to enhance the writing skills of employees at any level from administrative staff to senior management.

In this four-hour workshop, you will:

- Think like a reader
- Get instruction on how to write clear, concise and compelling copy
- Understand why writing less is more
- Adapt techniques of writing in plain language
- Eliminate "gobbledygook" and "decay" from your writing
- Learn how to strike a responsive chord with your audience
- Obtain resources for better writing

### Training at Your Location or Ours.

#### Instructor:

Bill Weger began his career as a journalist before moving on to more senior positions at associations and leading consulting firms. He is the Founder and President of Clearfont Media. He has more than 25 years of experience writing publications, speeches, annual reports, briefing papers, books and articles for nonprofits, associations, corporations and government.

Mr. Weger has received more than 75 national and international awards for communications excellence, including APEX, Aurora, Communicator, dotCOMM, Telly, and Hermes Creative. He is a self-confessed booklover and Stephen King fan.

This writing workshop was inspired by one of Mr. Weger's favorite grammar and usage books, *The Deluxe Transitive Vampire: The Ultimate Handbook for the Innocent, the Eager, and the Doomed*, written by Karen Elizabeth Gordon.

He holds a Master of Arts Degree in Public Communications from American University and a Bachelor of Science Degree in Journalism from the University of Maryland.

Cost: **\$925.00** per organization limited to 20 participants per workshop. Travel reimbursement outside the Washington-Baltimore Metro Region is additional.

To schedule a workshop, contact Clearfont Media at 301.519.8040.

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*We know Dracula was a count, but what if he were a writer today?*

*How might he write a business letter, a brochure or annual report? Would he go for the jugular?*

*He surely would suck all the unnecessary words out. He might hypnotize you with powerful, laser beam messages.*

*Let your Writing RISE!*



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