

WRITERS' BOOT CAMP

BackDRAFT® Writers' Boot Camps turn professionals of average and above-average writing talent into confident, articulate experts able to create masterful writing across a broad range of corporate-writing genres.

Delivered in up to four intense, day-long sessions over a three-month period, Writers' Boot Camps are tailored experiences propelling senior writing teams through an intensive review of diction, syntax, logic, rhetoric, punctuation and grammar. Each element of Boot Camp—from exercises and tests to lectures and animated documentaries—is designed to focus a writer's attention on the practical issues of advanced writing, building confidence while rekindling a respect for professional writing discipline.

BackDRAFT® Boot Camps are delivered on-site, and include a customized variety of interventions including diagnostic reviews of individual writers' work and ongoing senior-writer support. Each session is guided by a full-color writer's workbook that allows each participant to discover advanced writing theory and to practice each new skill.

Integral to BackDRAFT® Boot Camp are one-on-one sessions in which participants are coached to identify and overcome their own personal obstacles. Details of the content of each day's programming appear on the following page.

Training includes...	Participants learn to...	Designed for...
<p>TIER 1 SERVICES</p> <ul style="list-style-type: none"> ▲ Intensive day-long seminars in one- to four-day sets ▲ BackDRAFT® Online Interactive Curriculum <p>TIER 2 SERVICES</p> <ul style="list-style-type: none"> ▲ Individual diagnostic review ▲ Branded Word of the Day ▲ Full-color study guides <p>TIER 3 SERVICES</p> <ul style="list-style-type: none"> ▲ Mentor On-call coaching ▲ Writers' Manual of Style ▲ Writers' Punctuation Guide 	<ul style="list-style-type: none"> ▲ Identify their writing personality types ▲ Build an expanded corporate vocabulary ▲ Master the right tone for any agency or corporation ▲ Write on-brand ▲ Sustain high levels of creativity in every corporate-writing genre ▲ Develop senior-writer leadership ▲ Avoid all the common writing fumbles ▲ Master punctuation of World English ▲ Build in-house capitalization and spelling systems ▲ Master team-writing technique ▲ Conduct tactical peer reviews ▲ Conduct strategic senior reviews ▲ Recognize unique fumble clusters ▲ Build appeal with syntactic techniques ▲ Craft arguments with advanced logic ▲ Use rhetoric as a hidden persuader ▲ Master the art of positioning ▲ Predict & overcome reader objections 	<ul style="list-style-type: none"> ▲ Senior corporate communicators ▲ Proposal-writing teams ▲ Global communications teams ▲ Public-relations practitioners ▲ Audit & evaluation teams ▲ Correspondence units ▲ Senior journalists <div data-bbox="1084 1388 1492 1436" style="border: 1px solid black; padding: 5px; text-align: center;">Delivery & cost</div> <ul style="list-style-type: none"> ▲ Optimally, Writers' Boot Camp is presented as a course for a group of 7-15 writers within the same organization. ▲ Per-participant fee: <i>Single</i> from \$1,150 <i>Complete</i> from \$4,100

Writers' Boot Camp

DAY ONE—Diction and Grammar

Your relationship with writing • Defining your writing personality • Why study English? • Common complaints about writing • Introduction to the machinery of language • Diction—converting your vocabulary from passive to active • The 7-ups of diction building • Grammar rules versus traditions • Mastery of grammar • Finding the appropriate tone • Sustaining tone control • The formality scale • The attitude scale • Working with the tone grid • Spotting the dead zone • Walking nouns, verbs, adjectives and adverbs onto the sweet spot • Introducing Word of the Day • Introducing Mentor On-call • The Forty Fumbles.

Writers' Boot Camp

DAY TWO—Punctuation and Syntax

Advanced diction challenge • The new world writing standard • Punctuation—the signposts of logic • Prescriptive versus pragmatic punctuation • Fifty rules! • Using the comma to relieve ambiguity • Em and en dashes • Colons and semicolons • Ellipses • Periods • Question marks, quotation marks, & parentheses • Apostrophes • Hyphens • Avoiding the interabang?! • Capitalization • Mid-course fumble review • Genre focus—best practices for email, news release, business letter, & PowerPoint™ presentations • Syntax—the transmographing semicolon • Syntax—bringing order out of kludge • Syntax—varying the rhythm • Syntax—toggling • Syntax—bottlescrewing

Note: Day Two content is customized to address the emerging concerns and challenges facing a particular writing team as training unfolds.

Writers' Boot Camp

DAY THREE—Logic and Rhetoric

Word of the Day team contest • Logic—using the syllogism at work • Major premise, minor premise and conclusion • Spotting the hidden argument in any statement • False logic—why so prevalent? • Advanced positioning • Rhetoric—take advantage of every opportunity • Logic—gathering evidence • Rhetoric—managing credibility • Rhetoric—combining hard and soft stats • Logic—how to hear your readers' thoughts • Rhetoric—beating the objections • Rhetoric—beyond metaphors and similes

Writers' Boot Camp

DAY FOUR—Senior Writers' Trade Secrets

The Impact ARC™ • Writers' trade secrets • Hit the heads • The unexpected word • The six-minute brainstorm • Advanced rhetorical devices • Speechwriting—points of persuasion • Genre focus—The news release • Building a peer review system • Defumbling • The elevator pitch • Using writers' resources • Building the writers' dream reference library

Note: Day Four is a highly customized offering, tailored to a workplace-specific criteria including writing conditions, writing genres, team size and configuration.

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