



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

## COURSE OUTLINE - Fat-Free Writing, First Edition

**Course Number:** AX084-092

**Days:** 1 day

**Description:** The activities and techniques outlined in this book will teach you to communicate clearly, correctly, and concisely; format documents for maximum impact; use shirtsleeve English to get your point across; tailor your communication to different learning styles; and simplify your messages to ensure they will get read. Paring your writing down to a distinct and concise message makes a huge difference in what your reader pays attention to and retains. Today's limited time, technological advances, and increased pace of communication means that every written word counts. You will learn critical skills for delivering messages with impact, such as constructing eye-catching subject lines and using parallel construction.

## Topic-Level Outline

### Introduction

#### Four Communication Styles

#### Three Learning Styles

#### Assessing Your Communication Style

#### A Matter of Style

### Part 1: Use Shirtsleeve English

Shirtsleeve Strategies

Use Short, Familiar Words

Get Rid of Word Weeds

Eliminate Time-Wasters

Avoid Stuffiness and Cliches

Be Positive in Tone

Be Specific and Concrete

Don't Jargonize

Make Items Parallel

Keep Terms Consistent

### Part 2: Use Power Language

Verbs Are Power Words

Use Active Voice

Go for the Verb!

Avoid Wimp-Speak

### **Part 3: K.I.S.S. – Keep It Short & Simple!**

It Is Simply Faster  
Write Shorter Sentences  
Create Must–Read Reference Lines  
Get Right to the Point  
Close with a Bang!  
Write Shorter Paragraphs  
Use Transitions

### **Part 4: Format for Your Reader's Eye**

Design Your Page Visually  
Use Headings and Labels  
Make Memos and Letters Scan able  
Make Email Effective

### **Appendix**

**Punctuation Update**

**Proofreading Tips**

**Numbers in Writing**

**Test Your Word Usage**

**Author's Suggested Responses to Exercises**

**Recommended Reading**

## **ABOUT US**

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

## **ACCREDITATION**

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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Excel Advanced 2013 [Ebook](#), workbooks, and solutions.  
Excel comprehensive online courses, email for more details.



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