

**WRITING TO ACHIEVE RESULTS
COURSE OUTLINE
Woodington Training Solutions, LLC**

I. MACRO ISSUES

- A. The Building Blocks of Writing to Achieve Results
- B. Writing Basics - Audience & Purpose
 - 1. Want Ad Exercise
 - 2. The Costs Of Not Getting Results
 - 3. Five Key Writing Questions
- C. Critical Thinking - Organizing For Results
 - 1. Point Of View vs. Viewing Point
 - 2. Collection Letter
 - 3. Mindmapping
- D. Transparent Structure
 - 1. Transparent Structure Exercise
- E. Cutting The Clutter
 - 1. Examples Of Redundancies
 - 2. Editing Redundant Words Exercise
 - 3. Deming Diagram - Analogy To Writing Process
- F. Making Sentences Make Sense
 - 1. Run-On Sentences Exercise
 - 2. Cluttered Sentences Exercise
- G. Active/Passive Voice
 - 1. Active/Passive Voice Exercise
 - 2. Active/Passive Voice Comparison
- H. Evaluating Examples – Where the Rubber Meets the Road

II. MICRO ISSUES

- A. Agreement with Antecedents
 - 1. Antecedent Exercise
- B. Getting Verbs to Agree With Their Subjects
 - 1. Subject/Verb Agreement Exercise
- C. Parallel Construction
 - 1. Parallel Construction Exercises
- D. Using the Gregg Reference Manual
 - 1. Gregg Reference Manual Exercise

III. EDITING & PROOFREADING

- A. Editing
 - 1. The Six Most Common Editing Problems
 - 2. Six Useful Editing Techniques - Exercises
- B. Proofreading
 - 1. The Seven Most Common Proofreading Problems
 - 2. Six Useful Proofreading Techniques - Exercises
- C. Reviewing Everything We Have Learned
 - 1. Exercise - Find the 25 Errors
 - 2. Proofreading Matrix
 - 3. Final Checklist