



Nelson Communications

Get to the Point!

AGENDA

Facing the Crucial Issues

- Formulating a clear purpose
- Analyzing your audience

Getting Off to a Strong Start

- Using email subject lines effectively
- Writing a powerful opening paragraph

Organizing & Formatting Material

- Getting beyond the traditional outline
- Making communications appealing to the eye

Writing Clearly, Concisely, and Correctly

- Writing with powerful verbs
- Eliminating extra words and jargon
- Recognizing and eliminating common grammar and punctuation errors

Nelson Communications
707-938-2287
bnelcom@comcast.net
www.nelsoncom.net