

▶ **7 Ways To Boost  
Productivity,  
Profitability,  
Professionalism.**

▶ **Fast.**

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**Twenty-five years writing  
for Corporate America  
has taught us a technique  
or two. Or seven.**

**Now, we share them with you!**



Whether you and your team interact with prospects, clients, colleagues, the C-suite, donors or shareholders, count on our proven experience to help you look and sound professional...to convey a clear, convincing message...to achieve the results you need to be successful.

For years, we've created strategic marketing and promotional tools for Fortune 500 corporations, start-up ventures, small businesses, entrepreneurs and advertising agencies. Now you can benefit from our experience through our workshops, coaching and editing services.

Our exciting seminars are led by one of *Training Magazine's* Top 100 Corporate Universities trainers. Each includes hands-on supervision and immediate feedback — and we can customize them to address your organization's unique operations.

Call today and discover how to stay ahead of the competition by boosting profits, productivity and professionalism. Fast!

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▶ **203-494-5111**

# ≡ Seven Ways To Boost Profits, Productivity, Professionalism

## 1. Drive Results Increase Productivity

### Strategic Business Writing

The one-day seminar that enhances the effectiveness of every type of communication: e-mail, reports and proposals that stimulate action...sales, request and good will letters that strengthen key business and customer relationships...websites and brochures that sizzle and sell! Arm your staff with the training they need to succeed. In a single day or half day. Onsite right where they work.

## 2. Build Sales Develop New Business

### Writing to Sell!

Not getting through to prospects? Tired of fighting for their attention? Discover how to break through clutter, turn strangers into prospects and prospects into paying customers... how to increase profits by cross-selling additional products and services. In a single day, your team discovers how to use e-mail, letters, proposals and presentations to generate new business and fuel sales -- at a cost that's typically lower than that of a single commission!

## 3. Rev Your Business Engine Cut Through Inbox Clutter

### E-ffective E-mail

At every level, within every organization, e-mail drives action. Discover how to use it to your advantage -- to create connections...foster relationships...make things happen...get results! This interactive one-day workshop demonstrates little-known, easy-to-use techniques for using e-mail to become more effective so you can catapult productivity to a new level of effectiveness and success.

## 4. Expand Donor Relations Enrich Endowment

### Get Them Giving!

Designed specifically for development officers and fund raising executives, this one-day workshop equips your team to use e-mail, letters, proposals and presentations strategically to cultivate and strengthen donor relations, increase giving and spend less time doing it! Don't launch a campaign or set development goals without arming your team with the skills and confidence they need to succeed.

## 5. Transform Knowledge into Action Strengthen Corporate Image

### Better Business Reports

It's not just how well your staff gathers and analyzes data. Your success depends on how skillfully they interpret, present and deliver it -- exactly what college statistics courses don't teach. Now, in a single day, right where they work, your staff masters how to transform facts and figures into a dynamic narrative...how to create sales and research reports, proposals

and presentations that are engaging, articulate and convincing...how to generate compelling testimony that strengthens your organization's effectiveness and image among prospects, clients, senior management and shareholders.

## 6. Enhance Personal and Team Effectiveness

### One-on-One Executive Coaching

All it takes is one manager with weak communication skills and suddenly internal confusion proliferates, efforts are needlessly duplicated, wasted time escalates, and productivity plummets. How to transform problems into proficiency? Our trainer works one-on-one with valued but vulnerable staff to improve *their* writing and *your* organization's image...instantly!

## 7. Ensure Professionalism Sleep Easy!

### Overnight Editing

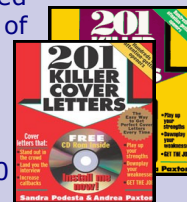
How to guarantee that your letterhead represents top-notch professionalism? For maximum effectiveness at minimal cost, send us draft e-mail, memos and letters for overnight editing. Then, you can rest assured that before they go out, these communications won't do you in.

For more than 25 years, eBusinessWriting.com President and Seminar Leader Sandra Podesta has used her writing talents to convince people to make decisions and act on them. She has worked on-staff as Creative Director and Director of Advertising for Fortune 500 corporations and advertising agencies. As President of her own firm, she has supported the marketing efforts of



Sandra Podesta  
President, Seminar Leader

major corporations including Bear Stearns, Citibank, Ernst & Young, FEDEX, SONY, PriceWaterhouse-Coopers and Xerox, among others. One of *Training Magazine's* Top 100 Corporate Universities' trainers, Sandra Podesta is the co-author of *201 Killer Cover Letters* (McGraw-Hill).



Lauren Salamone has devoted her career to promoting results-driven communication both as a writer and an instructor. She has produced winning marketing pieces for major corporations including CBS, Westinghouse and NW Ayer Advertising, among others. With an M.A. from New York University, she has been recognized for her teaching and coaching talents at corporations, colleges, and high schools.



Lauren Salamone