The Write Source, Inc.

Training and Services Catalog—The Write Source, Inc.

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The Write Source, Inc. provides plain language-based, effective technical writing skills training for engineers, scientists, managers, government personnel, and technical staff. We are a certified veteran-owned enterprise and woman-owned small business.

Our principal, Janet Arrowood, has over 30 years of writing, training, and editing experience. She is an award-winning editor (Colorado Independent Publishers Association). Her writing and presentation skills training programs consistently receive top evaluations from government, international, and corporate participants. Ms. Arrowood is the author of *Plain Language, Please: How to Write for Results*.

Course or Service	Description	
Technical Writing for the Real World	Full Day	• Understanding and incorporating "plain language" into written communications • Identifying and writing to the "right" audience • Creating and using a purpose statement to focus writing • Employing and understanding "bottom line up front" (BLUF) to quickly convey critical messages to high level audiences • Simplifying sentences and paragraphs • Using bullets for clarity and conciseness • Understanding the "Cs" of effective communications

		• Managing documents using outlines or talking points • Installing and using readability • Hands-on practical applications of simplification • 40-50% of session is practical applications by participants
	Two-Day	• One-day session plus: • Grammar and punctuation highlights • Detailed application of readability to a user's document • Electronic communications essentials • Editing tips and techniques • 40-50% of session is practical applications by participants
	Three- to Four-Day	• Formats and design/development of memos • Specifics of writing, reviewing, and editing client-chosen documents: reports, studies, requests for proposals (RFP), lessons learned, or other documents • Outlining and drafting a two- to –three page document • Outlining and drafting effective electronic communications • Specialized topics chosen by client • 50-60% of session is practical applications by participants
Content Editing	Half-day session addressing effective editing and proofreading techniques, working with editors, and self-editing approaches: Initial presentation followed by practice sessions editing documents. 75% of session is practice editing/proofreading.	
Writing SOWs. PWSs, and SOOs	Two-Day (general) Three-Day with addition of legal considerations	• Identifying and writing to the "right" audience • Creating and using a purpose statement to focus writing • Employing and understanding "bottom line up front" (BLUF) to quickly convey critical messages to high level audiences • Techniques to avoid the endless "Q&A" cycle that affects many solicitations • Understanding the differences between the Statement of Work (SOW), Performance Work Statement (PWS), Statement of Objectives (S)), and Invitation for/to Bid (IFB)

		• Formatting and organizing the SOW/PWS/SOO/IFB • Understanding and incorporating "plain language" into written communications • Simplifying sentences and paragraphs • Using bullets for clarity and conciseness • Understanding the "Cs" of effective communications • Managing documents using outlines or talking points • Installing and using readability • Hands-on practical applications of simplification • 40-50% of session is practical applications by participants • Essentials of grammar and punctuation • Outlining and drafting a two- to –three page document • Outlining and drafting effective electronic communications • Specialized topics chosen by client • Day three is presented by a contracts law attorney and focuses on the considerations relevant to contracting officers (CO) and contracting officers' representatives (COR)

Effective Proposal Writing	One-Day	• Identifying and writing to the "right" audience
		• Creating and using a purpose statement to focus writing
		• Employing and understanding "bottom line up front" (BLUF) to quickly convey critical messages to high level audiences
		• Key elements of *Technical Writing for the Real World*: understanding and using plain language, grammar and punctuation essentials, simplification processes, sentence and paragraph management, using bullets, creating detailed outlines
		    • The Cs and Rs of effective proposals
		    • What makes proposals effective: Why proposals win and why they lose
		    • How to analyze solicitation documents: RFPs, Statements of Work (SOW), Performance Work Statement (PWS) Scope of Services (SOS), Request for Quotation or Qualifications (RFQ), Invitation for Bid (IFB), Terms of Reference (TOR), and other solicitation documents

		- Coping with a poorly written/unclear RFP - Understanding how to create a requirements compliance table 40-50% of session is practical applications by participants
	Two-Day	One-day elements plus: • Developing a proposal layout aligned with solicitation document(s) and outline • Detailed analysis of a sample solicitation document • Annotating and adding detail to outline to use as planning, writing, and management tool • 40-50% of session is practical applications by participants
	Three- to Four-Day	• One-day and two-day elements plus: • Creating and using a requirements compliance table • Drafting a top-level proposal from sample solicitation document(s) • Specifics requested by client • 50-65% of session is practical applications by participants
Grant Writing Essentials	One-Day	- Identifying and writing to the "right" audience - Creating and using a purpose statement to focus writing - Employing and understanding "bottom line up front" (BLUF) to quickly convey critical messages to high level audiences - Key elements of *Technical Writing for the Real World*: understanding and using plain language, grammar and punctuation essentials, simplification processes, sentence and paragraph management, using bullets, creating detailed outlines - The Cs and Rs of effective grant proposals - What makes grant proposals effective: Why grants win and why they lose - How to analyze Request for Applications (RFA) - Researching potential funders 30-40% of session is practical applications by participants
	Two- to Three-Day	• Detailed analysis of a sample solicitation document (RFA or similar) • Annotating and adding detail to outline to use as planning, writing, and management tool • Creating and using a requirements compliance table

		• Drafting a top-level grant proposal using common grant application, custom format, and/or RFA/Solicitation format
		• Specifics requested by client
		• 50-60% of session is practical applications by participants
Business Writing		One-day session addressing:
		• Identifying and writing to the "right" audience
		• Creating and using a purpose statement to focus writing
		• Employing and understanding "bottom line up front" (BLUF) to quickly convey critical messages to high level audiences
		• Understanding and incorporating "plain language" into written communications
		• Applying the KISS principle to written materials
		• Simplifying sentences and paragraphs
		• Using bullets for clarity and conciseness
		• Understanding the "Cs" of effective communications
		• Managing documents using outlines or talking points
		• Installing and using readability
		• Hands-on practical applications of simplification
		• Grammar and punctuation highlights
		• Detailed application of readability to a user's document
		• Electronic communications essentials
		• Editing tips and techniques
		• Drafting of a short business communication item: letter, email, or similar
		• 30-40% of session is practical applications by participants
Netiquette and Email		Half-day session (normally in conjunction with another training session) addressing:
		• Examples of "good"/"not-so-good" emails
		• How to avoid common email/electronic communications faux pas
		• Increasing the chances of email being read: using "to," "cc," and "bcc," and creating effective subject lines
		• Ways to avoid the spam filter

	• Identifying and writing to the "right" audience(s) • Drafting several short emails • 30-40% of session is practical applications by participants
Writing Coaching	One-on-one or small group coaching in the principles of effective written communications. Sessions use client-supplied materials and "homework" for participants. Sessions may be in-person, via email exchange, or use Skype.
Effective Public Speaking and Creating and Making Effective Presentations	Two- to three-day session addressing: • Creating effective presentation materials • Analysis of a sample set of presentation slides • Videos of "good"/"not-so-good" presentations • How to avoid common presentation faux pas • Practicing and dry-running presentations • Preparation of and making a 15-30 minute presentation • 60-75% of session is practical applications by participants