



**CLE** THOUSANDS  
OF LAWYERS  
TRAINED  
SINCE 1988.

- Improve Your **Legal Writing Skills**
- Sharpen Your **Business Writing Skills**
- Enhance Your **Electronic Writing Skills**

# CLE Seminars, Webinars & Webcasts for Legal Professionals

## IMPROVE YOUR LEGAL, BUSINESS & ELECTRONIC WRITING SKILLS

- Can you write briefs, letters, memos, contracts, and other documents that communicate powerfully and persuasively with courts, clients, and co-counsel?
- Can you write legal documents and business correspondence that are so clear, concise, and convincing that they motivate courts and clients to act—advancing your career in the process?
- Can you write in a concise and organized way, or is your writing wordy, disorganized and difficult to decipher?
- Can you effectively explain and apply the law in written documents?
- Can you quickly and concisely write compelling and grammatically correct Tweets, blog posts, and Facebook comments?
- Can you Tweet, text, and blog with impact—and without exposing firm secrets and client confidences, triggering a lawsuit or regulatory investigation, or embarrassing your partners and losing your job?
- Can you write persuasive e-mail messages that are opened and acted upon—not ignored and deleted?

If the answer to any of these questions is *No*, then you need the Business Writing Institute. We offer onsite and online CLE-granting LawWrite™ Writing Skills Workshops for lawyers, paralegals, and staff.

## Why invest in LawWrite Writing Skills Workshops?

Because writing is a threshold skill for employment, promotion, and professional success.

- Judges regularly complain about the quality and clarity of legal writing.
- Clients often are frustrated by legalese and unnecessarily wordy documents.
- Good writing reflects clear thinking and analytical acumen.
- 2/3 of salaried employees in large companies are required to write on the job.
- 51% of major US corporations take writing skills into account when hiring.
- 86% of HR professionals consider poorly written resumes and cover letters to be deal breakers for job applicants.



## Your Workshop Leader **NANCY FLYNN**

Author, Business Writer, LawWrite Writing Coach

The author of 10 books published in 7 languages, including *The \$100,000 Writer*, *Writing Effective E-Mail*, *The e-Policy Handbook*, *E-Mail Rules*, *Blog Rules*, *Instant Messaging Rules*, *E-Mail Management*, and *Networking for Success*, Nancy Flynn is a popular workshop leader and business writer with clients worldwide.

An in-demand speaker and seminar leader, Nancy Flynn has conducted CLE seminars and webinars for the American Bar Association, Federal Bar Association, Ohio Supreme Court, Nationwide Insurance Legal Department, legal associations, and dozens of state & city bar associations.

Nancy Flynn also works as a consultant to and expert witness for the federal government and law firms engaged in e-mail and Internet litigation.

An in-demand business writer, Nancy Flynn has written hundreds of annual reports, brochures, white papers, and other business and technical content for a client roster that includes law firms, Fortune 500 companies, Hollywood celebrities, and

technology companies since opening her doors for business more than 20 years ago. An executive ghostwriter, Nancy has written and placed hundreds of articles in business, trade, and consumer publications in the US and abroad. She also is an internationally recognized expert on workplace e-mail, Internet, and social media communications and policies.

Nancy Flynn has been interviewed by thousands of media outlets including *Time*, *Newsweek*, *BusinessWeek*, *Fortune*, *Forbes*, *Wall Street Journal*, *US News & World Report*, *USA Today*, *Readers' Digest*, National Public Radio, CBS Early Show, CNBC, CNN Headline News, CNN Anderson Cooper 360, Fox Business News, NBC, and ABC. She also is a National Workplace Communication columnist for Examiner.com.

Nancy Flynn has served as an adjunct faculty member in the English department and College of Journalism at The Ohio State University, teaching business writing, technical writing, and expository writing to undergraduates and graduate students.

## LawWrite Workshops Help Improve Legal & Business Writing Skills

**Improve your performance.**

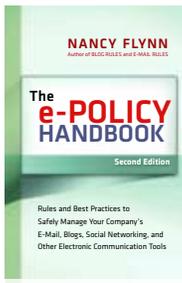
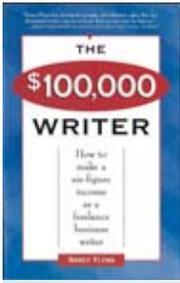
**Communicate with clients and courts.**

**Advance your career.**

Don't let client satisfaction, courtroom success, and career advancement slip away. A CLE-granting LawWrite Writing Skills Workshop is an investment in your professional career, as well as your organization's assets, reputation, and future.

### LEARN HOW TO:

- Write more effectively, more quickly, and less painfully.
- Master professional writers' tricks for getting started quickly and capturing the reader's attention from the first sentence.
- Overcome your fears, apprehensions, and insecurities about writing.
- Gain command of the *real* rules of grammar, punctuation, and style.
- Write for results—persuading even the most difficult clients and courts to act.
- Write in a clear, convincing, concise, and conversational tone.
- Eliminate wordiness and legalese.
- Write letters, formal reports, technical reports, memos, proposals, and other business documents that really work—promoting your services, communicating with your clients, and advancing your career.
- Write briefs, contracts, and other legal documents that reflect your command of the law and your professionalism.



*"I cut 10 pages from a brief after taking this class."*

**—Illinois State's Attorneys Appellate Prosecutor**

*"I learned a lot I can use in my everyday practice. The exercises and workbook were outstanding."*

**—Attorney, Columbus, Ohio**

*"The workshop was excellent! Ms. Flynn's knowledge of the subject made questions and answers helpful to the entire group."*

**—Assistant Ohio Attorney General**

*"Informative, interesting, and a true learning experience. Will help me when writing memos, letters, and briefs to lay people and legal professionals."*

**—Law Firm Paraprofessional**

*"Really hits the mark. We're going back for more."*

**—CPA Firm**

*"Excellent program on the Dos & Don'ts of general communication in the legal and business communities."*

**—Attorney, Chicago Bar Association**

*"Valuable and enlightening...old grade school writing myths dispelled. Management is very impressed with the immediate impact your class had. Noticeable improvement in the effectiveness of communications skills of all who attended."*

**—Education Committee Chairperson, Origin Technology in Business**

*"I've had 8-hour seminars in the past. You hit the main topic in a more concise manner. Great refresher."*

**—Administrative Professional, CPA Firm**

## Notable Clients

Nancy Flynn has conducted CLE-granting programs for American Bar Association, Federal Bar Association, Ohio Supreme Court, Nationwide Insurance Legal Department, legal associations, law firms, and state & city bar associations in California, Virginia, Washington, Nevada, Oregon, Idaho, Rhode Island, Maine, Utah, Wyoming, Georgia, Tennessee, Mississippi, Ohio, Minnesota, Illinois, and Arkansas among others. Other training clients include The World Bank, Universal Studios, Ross Labs, Analog Devices, Smith & Nephew, KPMG, Assurex Global, Property Casualty Insurers of America, Professional Insurance Agents Association of Ohio, Association for Accounting Administration, International Association of Administrative Professionals, World Airlines Customer Relations Association, Yahoo! Canada, Microsoft, corporations, trade associations, government entities, and conferences/conventions worldwide

## LawWrite Workshops Help Enhance Electronic Writing Skills

E-mail has triggered billion-dollar jury awards and million-dollar regulatory fines, toppled stock prices, savaged careers, and fueled media feeding frenzies. Fully 24% of companies have had e-mail subpoenaed, and another 9% have battled lawsuits triggered by employee e-mail, according to the *2009 Electronic Business Communication Policies & Procedures Survey* from American Management Association and The ePolicy Institute.

As employers struggle to manage workplace e-mail, employees keep introducing risky new technology into the workplace. Twitter, texting, Facebook, blogging, and other social media create written records and maximize the potential for costly and protracted disasters.

Minimize electronic risks—and maximize electronic communication—with LawWrite Electronic Writing Skills Workshops.

### WRITING EFFECTIVE E-MAIL

- How to communicate online without getting fired, sued, or publicly humiliated.
- Writing effective e-mail: Strategies for writing safe and secure, clear and compliant e-mail to help keep your organization in business and out of court.
- How to write persuasive e-mail messages that are opened and acted upon—not ignored and deleted.
- Applying netiquette rules to ensure a civil business environment.

### E-MAIL MANAGEMENT

- How to control in-box clutter and manage information overload.

### SOCIAL MEDIA: WRITING WITH IMPACT

- How to write with impact—without exposing secrets, triggering litigation, or losing your job.
- Netiquette rules for Tweeters, texters, and social networkers.

## Onsite and Online Programs

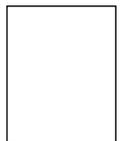
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Contact LawWrite Executive Director Nancy Flynn  
for Information, Scheduling & Costs

(614) 451-8701 [Nancy@BusinessWritingInstitute.org](mailto:Nancy@BusinessWritingInstitute.org)



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LawWrite Has Been Approved for CLE Credit in States From Coast-to-Coast

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