



HOW TO CHOOSE THE BEST **BUSINESS WRITING COURSE**

FOR
INDIVIDUALS

Customized training
for individuals and groups
online, virtually, and onsite

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www.instructionalsolutions.com



To be successful in business today you must be able to communicate effectively through [professional writing](#). The ability to write clearly and convey complex information logically is a huge competitive advantage in any industry

Specifically, [this skill](#) helps individuals get a job, succeed at work, and eventually advance their career. While blog posts and other resources can be helpful, taking a business writing course helps take your writing to the next level.

At Instructional Solutions, we have nearly 25 years of teaching business writing courses. Below is a clear guide to help you [choose the best business writing course](#) for you (and make the most of your financial investment!).

STEP 1

DEFINE YOUR GOALS

Specific writing goals help you choose a course that best fits your needs and the outcomes you want to achieve. Here are a few examples of common writing goals that you may have:

- Increase writing speed
- Convey complex information with more clarity
- Professionally disagree and write more persuasively

Once you've determined your goals, identify your specific strengths and weaknesses. You want to ensure that the course you choose not only matches your goals but is also structured to help address your unique strengths and weaknesses.

[Learn about why goals are important and how to determine your starting point](#) >>

STEP 2

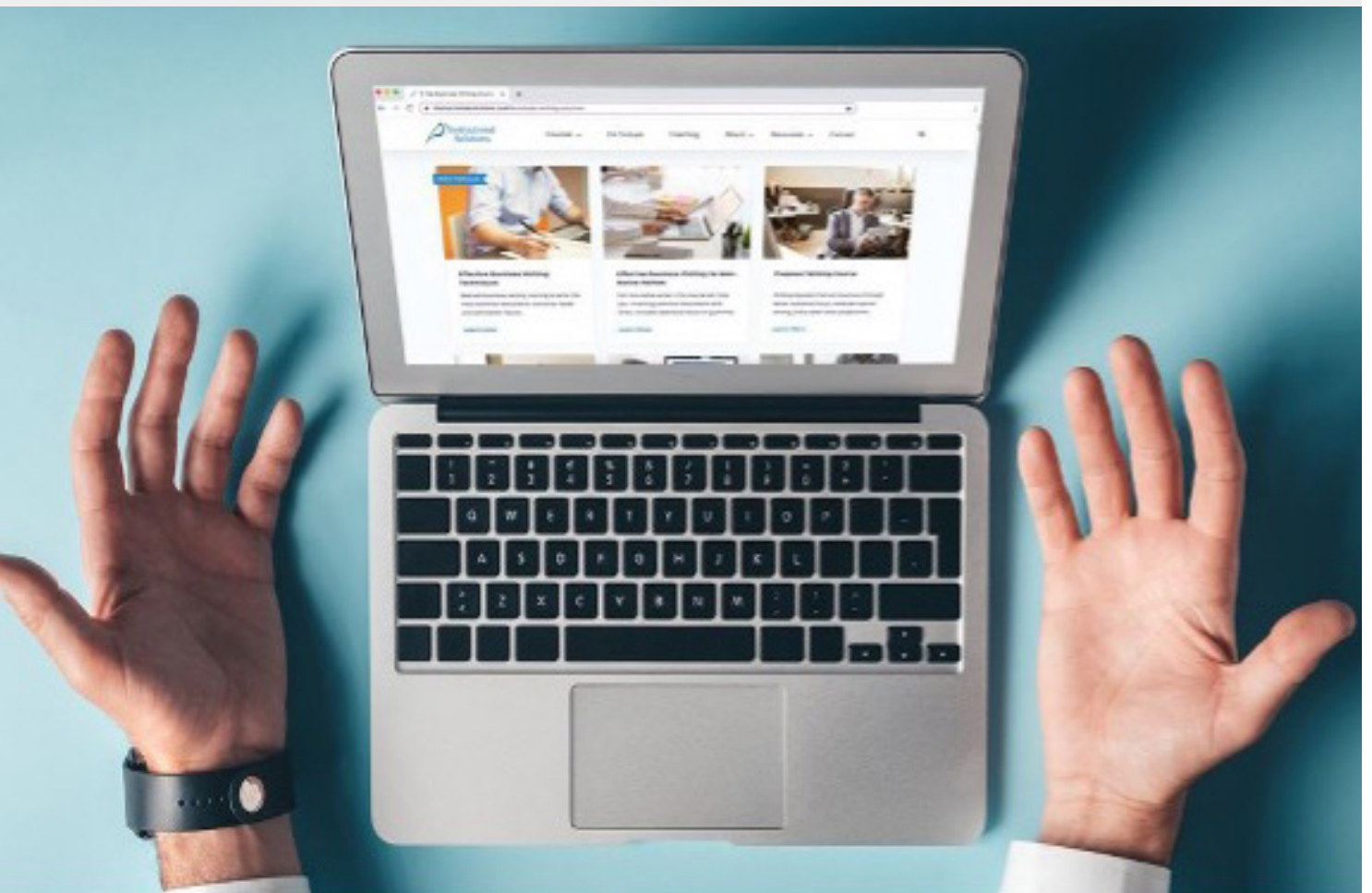
EVALUATE COURSES AND PROVIDERS

Ask for the outline

Review the course outline to make sure it addresses all writing weaknesses you've identified. If the course provider doesn't offer an outline on the website, ask for one. Ensure that the course is fully comprehensive based on this outline.

Review instructor interaction

Individual instructor feedback and interaction is one of the most important criteria for a writing course. As such, look for courses that provide this option. You'll then receive individualized feedback on your business writing, which can help you improve significantly.



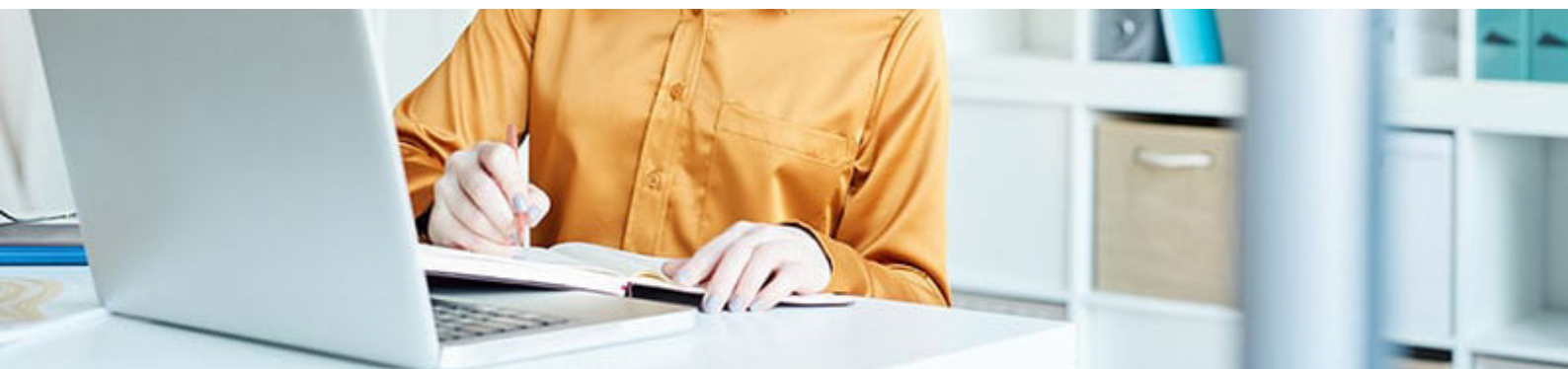
Course structure & quality

Evaluate the structure and quality of a course as much as you can, even without access to the full course. Thoroughly review the course outline. It's also helpful to watch a sample lesson or view a video that highlights parts of the course.

Review testimonials & evaluations

Look at testimonials on the course provider's website. Specifically, read [testimonials from individuals](#) who hold similar learning goals as you. Read the reviews – both good and bad. Read through both the best and worst scoring reviews.

If the provider also releases results from their post-course evaluations, review these as well. These evaluations are often less biased than reviews (reviews are normally written individuals that had a very good or very poor experience).



Have a conversation

Contact the course provider to [schedule a conversation](#) about the course. Ask any remaining questions you have during the call. We recommend bringing a list of questions before the conversation.

Choose a course

Carefully review multiple courses to determine the right one for you. Courses normally address different learning objectives so look for the one that best matches your specific needs as a business writer.

**Fill out [this form](#) with your writing requirements, challenges, and goals.
We'll send you a personal course recommendation.**

STEP 3

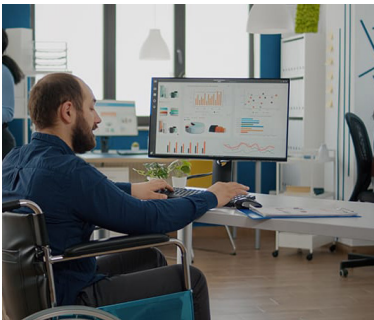
REVIEW TYPES OF COURSES

At Instructional Solutions, we offer many courses for individuals – from practicum courses in proposal and report writing to our best-selling business writing techniques course.

Courses are structured similarly. However, the content for each course depends on the objectives.

[View our business writing courses, and decide which course best matches your specific goals >>](#)

EXAMPLES OF COURSE TYPES:



EFFECTIVE BUSINESS WRITING

Learn to write any document faster and more effectively

Self-paced

Two scenario-based writing exercises

Written feedback



TECHNICAL REPORT WRITING

Write any report with instructor guidance in this practicum course

Self-paced

Two writing exercises based on any report

Written feedback

One-on-one coaching session to review report



ADVANCED WRITING + COACHING

Master any document with this course + coaching model

Self-paced

Two writing exercises based on any document

Written feedback

Two one-on-one coaching sessions

[Browse all of our courses >>](#)

STEP 4

ANALYZE THE COURSE STRUCTURE

The first thing you should look at when analyzing a course structure is the [pedagogy](#) (the theory and practice of how to best teach).

Instructional Solutions courses are based on Robert Gagne's theory of adult education, designed for high-performance individuals in professional industries.

Specifically, look for courses that offer personalized instructor feedback about your writing exercises. Not many courses offer instructor feedback outside of mere editing of common grammar mistakes.

You want feedback that is holistic so you discover common pitfalls, your writing strengths, and learn the overall craft of writing. Ideally, this support is provided for the duration of your course. Most importantly, look for a course that provides feedback to your course goals and you as a business writer.

Learning materials, class size, and post-training support are also crucial details to consider when choosing a course >>



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