

Becoming a More Effective Writer: Clarity and Organization

Below is the schedule of the four weeks in this online group seminar

FOUR WEEKS AT-A-GLANCE

Week ONE: Basics of Good Organization

- »»Why well-organized writing is not a random event
- »»How to use the 'Martini glass' technique as an organizing tool
- »»The power of time as an organizing tool
- »»How to 'box' information to make sense of complex or simple stories
- »»How questions and themes can provide the framework to deliver information simply and clearly

Week TWO: Organization Strategies

- »»The value of clear story organization
- »»How to recognize the difference between well-organized and poorly-organized writing
- »»The hurdles to good organization
- »»Four strategies to organize information

Week THREE: How to Write More Clearly

- »»Keeping sentences simple
- »»Red flags to be aware of
- »»Identify flabby writing
- »»Passages that don't support story focus
- »»Unneeded background
- »»Using quotes

Week FOUR: Keeping Your Writing on Track

- »»Driving readers forward, not backward
- »»Reducing distractions in your writing
- »»"Embedding" information invisibly
- »»Ways to check your own work

WHAT TO EXPECT

- »»Each week is structured the same. There will be readings, activities and opportunities to engage with the instructor and your classmates.
- »»A new topic is available every Monday
- »»One-on-one coaching with Merrill Perlman
- »»Assignment feedback
- »»A weekly group text chat.
- »»A weekly live group session.
- »»E-mails about any announcements and reminders are sent
- »»There are no deadlines in our online group seminars, but it's helpful to try and finish one week before you move to the next. It's up to you to take advantage of this learning.

CONNECT WITH MERRILL PERLMAN AND YOUR CLASSMATES

- »»A weekly live group chat
- »»A weekly group text chat
- »»One-on-one coaching with Merrill Perlman
- »»Class discussion page
- »»Comment section on each assignment