



How powerful is your business?

Write is a 'one-stop word shop' • We'll write for you—or we'll train your people in the skills they need to be effective writers and communicators • We take the 'you' approach, because your organisation is different • Our team of professional writers, editors, proofreaders, designers, and trainers build programmes and deliver services to meet your specific needs • We know that **powerful words** are the foundation for **powerful business** and that plain English works best • We can help you with all kinds of business writing from letters, emails, reports, advertising, and web copy to scientific, policy and legal documents • Ask about our open courses, our short seminars, our public sector programmes, and our internationally successful Advanced Reading Course • We work with people like you!

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Creating a powerful business can be as simple as crafting powerful words.

WriteCoach

WriteEdit

WritePeople

Write Group

Write Group helps you craft powerful words for powerful business

Write Group is a team of acknowledged experts with a passion for skilful business writing.

We'll give you the skills

We give New Zealand business people the skills to write more clearly and effectively using plain English.

Managers, support staff, secretaries, lawyers, policy writers, sales reps—if your job involves writing, we have the expertise you're looking for.

Or, we can do the work for you

If you're short on time, energy or expertise to write or polish a document, we'll happily do the work for you.

How do our services make your business better?

Good writing, editing and proofreading will always boost your business credibility. And we can help you save time and money. Let us show you how Write's 'one-stop writing shop' can help you.



WriteCoach will show you how to polish your documents. Or, WriteEdit will do the work for you.

'We are a policy think-tank; it's essential we communicate our ideas effectively. Write understands the value of writing as a business communication tool.'

Norman LaRocque, New Zealand Business Roundtable

Our services
can help boost
your business
credibility

Plain English
tells it all

We can teach
you the skills
or do the work
for you

You decide,
we deliver

Your documents
are your
course material

You'll love
our practical,
interactive
training sessions

WriteCoach

We'll give you the skills

WriteCoach will train you to write in plain English—concisely, clearly and correctly. We'll show you how to improve your style for all kinds of writing, from everyday email to complex scientific papers.

Our expert trainers offer:

- customised courses designed for your people using your documents
- open courses and fast-paced seminars
- private coaching sessions.

We can deliver training at your place or ours. You might choose to focus on:

- general business writing skills
- business grammar
- report writing
- editing and proofreading
- presentation skills
- advanced reading.

Ask about our on-line training. It's cost-effective and convenient.



'WriteCoach delivers in-house training to all new Ministry of Health staff ... The training is based on our style guide, which WriteEdit helped us create, and focuses on plain English writing. We work with a dedicated WriteCoach trainer who is familiar with our organisation and the way we communicate.'

Colin Eade, Ministry of Health

Advanced reading

Out of time and can't remember what you just read?

With our internationally recognised Advanced Reading course, you'll read faster and retain more.

This course will help you:

- double your reading speed with no loss of comprehension or retention
- improve your productivity and concentration
- reduce the stress created by stacks of unread material.

We'll monitor your progress and make sure you get results!

The Advanced Reading course is offered by the Improved Reading Centre Wellington, a division of Write Group Limited.



'I was sceptical but increased my speed 3.6 times.'

'One does not have to look very far to see the tremendous productivity gained...'

'The new skills have increased my ability to read through documents with a speed and level of comprehension that I would not have thought possible.'

Ask to see the many letters of recommendation held on our files!

You can
double your
reading speed

You'll
improve your
comprehension

It's
internationally
recognised

We'll polish
your words

We'll write
from scratch

We'll
improve
the look

WriteEdit

We'll do the work for you

Our professional writers, editors, proofreaders and formatters have the skills to help you.

We'll format beautifully, proofread meticulously, edit thoroughly, rewrite for clarity, or write from scratch.

Write experience works for you:

- form letters
- proposals and RFPs
- brochures
- annual reports
- policy documents
- company profiles
- academic writing
- standard operating procedures
- user manuals
- contracts
- style guides
- web words

Our editing and proofreading will add polish to your documents.



'WriteEdit wrote our style guide, and with their help we're transforming a manual full of convoluted, technical jargon into a concise, easy-to-read document.'

Bernie Cuttance, Transfund New Zealand

'I was impressed by how quickly they grasped our objective, then extracted, structured and helped us write key ideas in a way that added real value to our project.'

Andrew McCalman, Carson Group Ltd

StyleWriter

Plain English software for do-it-yourselfers!

This unique plain English editing software can cut your draft by up to 25 percent. StyleWriter makes your message clearer and your text more concise (you accept or reject suggestions).

StyleWriter works for you by:

- suggesting plain English alternatives for many words and phrases
- measuring and questioning your use of long sentences and passive verbs
- allowing you to keep and develop your own individual style
- offering teaching tips and explanations, so you learn as you use it!



'StyleWriter acts as a professional editor for anyone in business or government who needs to write reports, proposals or press releases.'

Good Software Guide

'By breaking bad writing habits, the program lets editors express themselves in their own words, clearly and concisely, rather than in the stale phrases and impersonal style common in typical office writing.'

Computer Bulletin

A professional
editor in
your computer

Take the
hard slog out
of editing

Produce
punchy, effective
plain English
text

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