

## Natural Business Writing: A Comprehensive Coaching Program

- ✓ 2 one-on-one consults
- ✓ 6 small-group live webinars
- ✓ Follow-up forums
- ✓ Jack's ongoing support



Jack E. Appleman, APR  
[Successful Business Writing](#)

### Unleash your communication instincts

Elevate your writing by capitalizing on your natural communication powers. Jack Appleman, top writing instructor/coach, will give you the confidence to achieve better results with your writing. In a series of engaging webinars, you'll master critical writing techniques and submit exercises for his real-time review.

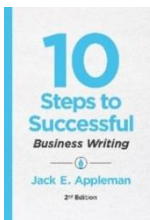
### Overcome your challenges to effective writing

Through Jack's proven techniques, you'll break through your toughest obstacles to successful writing. In the private sessions, Jack will help you apply key skills to your frequently written documents including internal and external emails, reports, proposals, and more. Plus, Jack will be available to you for ongoing support!

### Skills addressed

Simplicity and brevity | Rhythm and organization | Persuasion | Tone | Grammar | Email efficiency

### Start with a consult and book for \$189



Having helped thousands to enhance their writing, Jack has created an affordable way for you to get better results from your writing: 2 consults, 6 webinars and follow-up forums—for \$1,489. Not ready to commit? Begin with a 45-minute private session with Jack for just \$189—you'll also get a copy of his highly touted book, [10 Steps to Successful Business Writing—2nd edition](#). Then you may apply the payment to the full program.

### Client testimonial: Amit, product manager at major tech firm

“Thanks to Jack's coaching, I have the confidence to trust my communication instincts to write faster and better.”

Elevate your writing—book your consult! [jack@successfulbusinesswriting.com](mailto:jack@successfulbusinesswriting.com) | 845.782.2419