

# Nakedgrammar

The **seminar** that tackles head on the crippling problem of poor written communication skills.

## Will this seminar benefit my staff?

If your staff produces significant amounts of written material, including emails, then yes. In fact, Nakedize guarantees that anyone attending the seminar will learn how to write at least 5% more efficiently, concisely, and effectively.

## Who presents the seminar?

The seminar is presented by author and entrepreneur Simon Hertnon. You can read more about Simon on the reverse of this leaflet.

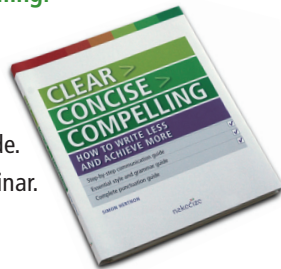
## What is included in the seminar?

The seminar lasts around three hours and has three sections.

- 1 The System (approx. 1 hour)** > After learning about his attendees – the documents they write and the frustrations they experience – Simon teaches the principles of successful communication so that the attendees can recognize for themselves the qualities of a successful message.
- 2 The Tools (approx. 1 hour and 50 minutes)** > Simon shows how our choices of words, punctuation, and style help or hinder our communication goals.
- 3 The Process (approx. 10 minutes)** > Simon teaches the simple five-step Nakedgrammar checklist to help the attendees to put their new skills and understanding into action.

All attendees receive a copy of **Clear > Concise > Compelling:**

**How to write less and achieve more**, Simon Hertnon's super-concise, full-colour, spiral-bound guidebook which includes a step-by-step communication guide, an essential style and grammar guide, and a complete punctuation guide. This is a resource attendees will make use of after the seminar. See the reverse of this leaflet for more information about the book.



## What is the cost of the seminar?

Attendees	Standard	Educational
Standard seminar for up to 10 persons*	\$2000	\$1200
Each additional person (11-20)	\$200	\$120
Additional persons or seminars	by neg.	by neg.

All prices are in NZ dollars and exclude GST. Prices are valid until 30 September 2008. Discounts may apply when multiple seminars are booked at the same time.

\*Conditions apply. See the nakedgrammar.com website for details.

*'Thanks for the fantastic seminar. [It] has given me a lot more confidence in my communications at work, and also saves me a lot of time. Great results.'*

Cherie Broome, Navman New Zealand

*'I think that your seminar is such a fantastic reminder for us all that the best things are the simplest ones.'*

Julijana Gorgievska, Senior Structural Engineer, URS New Zealand

*'I found the concepts practical and easy to recall; already my writing is the better for it. I recommend the seminar to anyone who desires more clarity, efficiency, and effectiveness in their communications.'*

Jenny Horst, Marketing Manager, Maxim Institute

*'It was good to find a course that finally brought together all the important fundamentals of good writing. I will be using [the book] as a ready reference guide.'*

JoAnn Eggers, LANWorx Limited

## Where are the seminars held and how do I book one?

For your convenience, seminars are held at your own premises.

The only thing you need to supply is a large whiteboard. To book a seminar just go to nakedgrammar.com.

## How do I get more information?

Visit [nakedgrammar.com](http://nakedgrammar.com) or email [info@nakedize.com](mailto:info@nakedize.com).

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