

**Please Complete and Return This Form**

1. Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_ Phone \_\_\_\_\_

2. Which of the following best describes the type of writing you do?

- business writing                       other: \_\_\_\_\_  
 technical writing                      \_\_\_\_\_  
 copywriting

3. Which of the following do you write as part of your job?

- |  |                                       |   |
|--|---------------------------------------|---|
| <input type="checkbox"/> ads                 | <input type="checkbox"/> memos        | <input type="checkbox"/> online content |
| <input type="checkbox"/> articles            | <input type="checkbox"/> proposals    | <input type="checkbox"/> e-mail         |
| <input type="checkbox"/> brochures           | <input type="checkbox"/> reports      | <input type="checkbox"/> others: _____  |
| <input type="checkbox"/> catalogs            | <input type="checkbox"/> speeches     | _____                                   |
| <input type="checkbox"/> direct mail letters | <input type="checkbox"/> white papers | _____                                   |
| <input type="checkbox"/> manuals             | <input type="checkbox"/> websites     | _____                                   |

4. Please attach one or two short samples of your writing-1 to 2 pages each at most.

5. Which of the following writing problems do you have?

- Deadline too tight
- Copy is ruined in the approval process
- Subject matter too technical for me to understand
- Conducting effective interviews
- Finding and using suitable graphics to go with my copy
- Overuse of technical terms, buzzwords, and jargon
- Overuse of cliches
- Making spelling mistakes
- Proper use of punctuation marks
- Using correct grammar
- Making complex subject matter clear and understandable
- Making dull subject matter interesting to the reader
- Expressing numbers and mathematical terms in writing
- Overuse of abbreviations
- Creating attention-getting headlines and subheads

- Writing abstracts of longer pieces
- Use of tenses
- Keeping ideas in writing parallel
- Overuse of antiquated phrases and stuffy language
- Paragraphs and sentences too long
- Words too big
- Being concise and writing to fit the available space
- others: \_\_\_\_\_  
\_\_\_\_\_

**6. What questions about writing do you have that you would like us to answer in the seminar for you?**

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

**7. What do you want to learn in this seminar?**

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

**8. On a scale of 1 to 10 (10 = superior, 5 = average, 1 = poor), how would you rate your writing skills:\_\_\_\_\_**

**9. What would it take to increase your rating of your writing skills to an 8, 9, or 10?**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**10. Any other requests, suggestions, or comments?**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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