BUSINESS WRITING I CUT YOUR WORDS BY 1/3 TO 1/2

OPTIONAL EDITING ASSIGNMENT

***Edit my first paragraph of the Coursera pitch memo (below) from 102 words to 65 words or less—or, if you don’t have a word counter, edit so that the paragraph is about four lines shorter than it is now. Your new version must maintain clarity and preserve all of our major points. Post the result and your thoughts on the process in the discussion thread. Have at it!***

The purpose of this memo is to propose a new specialization to Coursera on effective communication with business writing, design, and presentation. “Effective Communication: Mastering Business Writing, Graphic Design, and Successful Presentation” targets busy professionals who want to improve their writing, design, and presentation skills. We are particularly excited about this project because we believe it fills a clear market need and teaches business critical skills. Although it seems to address fairly straightforward skills, this specialization is about much more. It’s about success. It’s about our students achieving job success by learning how to present their best professional selves in the workplace.