

# Effective Writing Skills for Bankers

## about the seminar...

Are you ready to eliminate writer's block once and for all? Or brush up on your grammar and punctuation so you can write with confidence? Want to learn how to write a great letter that will not only soothe a complaining client but also turn him/her into a lifelong customer? Or how to apply the secrets of Madison Avenue copywriters to write a "killer sales letter?" Led by an author and professional writer, this workshop will show you how to produce professional correspondence more efficiently and effectively. You'll learn how the written word can be the last word on forming great customer service relationships, promoting your bank's professional image, increasing customer retention, fostering cross-selling, and even enhancing "internal customer service" relationships. In this tip-packed workshop, you will learn how to:

- Enhance your own conceptual powers to increase word flow
- Gain a thorough understanding of writing essentials, such as the basic format of a letter, the "short is better" writing theory, computer analysis of written material, and structure
- Learn tips, techniques, and formats for the most common forms of banking writings, including customer service letters, marketing letters, service recovery letters, product information letters, and e-mails
- Explore the psychology of selling by getting into the mindset of the reader
- Create the first paragraph as an extended headline and move the reader along with a "yes sequence"
- Use the Internet to get ideas on how to "pitch" a product or service to customers, as well as to increase writing, grammar, and punctuation skills
- Incorporate three specific writing techniques that advanced writers depend on to get into "writer's mind"
- Condense complex information and structure the information so that it's clear and convincing to the reader

## who should attend...

Banking professionals at every level will benefit from the skills taught in this seminar. **Please route to appropriate person(s).**

## your seminar leader...

**Margaret DeMarino** is a corporate trainer, specializing in the areas of communication, supervisory skills, administrative skills, and customer service. Known for her "fun and functional" approach to training, Ms. DeMarino has offered workshops to a wide range of clients including banks and financial institutions, manufacturing companies, state and federal government agencies, and many others. Ms. DeMarino holds a B.A. in Communication Arts from the University of Dayton.

## to register...

Please complete the registration form found on the reverse side. The seminar fee is \$245.00 per person, and includes learning materials, expert instruction, lunch, and refreshment breaks. Please fax or mail the registration form to us no later than Wednesday, March 12, 2008.

## where and when...

This comprehensive one-day workshop will be held at the **Clarion Hotel**, 1080 Riverdale Street, **West Springfield, MA**, on **Tuesday, March 18, 2008**, from **9:00 am - 4:00 pm**. Coffee and danish will be served at 8:30 a.m.



**PLEASE CALL FOR  
GROUP DISCOUNTS!**

CFT Atlantic States  
Phone: (800) 795-5242  
For a complete seminar schedule,  
please visit [www.cftatlantic.org](http://www.cftatlantic.org).