



**What The Text Doctor's Technical Writing webinars  
can do for you and your employees**

## Why webinars?

Webinars provide practical, hands-on training that your geographically dispersed workforce can access on their computers, either by themselves at their desk or with others in a conference room. Viewers receive audio by telephone or by Voice Over Internet Protocol (VOIP). **Dr. Frick will invite employees to interact with her whenever possible**, and learners can always type in questions for her to answer during or after the webinar.

Webinars are delivered in an interactive medium that is superb for providing fast, focused, and fun training on specific communication topics at a very affordable price (**often half the cost of live, face-to-face training**). *Yet Dr. Frick is the only PhD trainer, to her knowledge, offering webinars on writing better technical communication.*

Dr. Frick uses Citrix® GoToTraining® to deliver her webinars. This tool is simple, yet effective: The technology is transparent so that the experience is all about the content—learning timeless best practices for clear, readable technical writing so learners can improve their communication skills immediately. And the class size is small—limited to 20 maximum—so learners can get all their questions answered.

An additional benefit of The Text Doctor's training is her **one-on-one coaching session** for each learner using his or her own writing sample. Just as you would not try to learn chemistry or tennis without laboratories or practice, you cannot expect your employees to learn how to write effectively without hands-on practice. Learners receive valuable reinforcement by applying Dr. Frick's training to their actual writing.

## Technical Writing webinar objectives

- Practice using a writing process that will save time and energy and produce the most complete communication
- Review best practices for writing e-mail, technical reports, procedures, specifications, and proposals
- Practice identifying and writing clear and direct sentences and employing useful paragraphing structures
- Practice formatting documents to improve readability
- Learn to distinguish between active and passive voice and prefer active voice
- Practice translating technical material for nontechnical readers
- Practice tightening writing
- Practice giving and receiving feedback gracefully

## Take advantage of all the benefits of The Text Doctor's webinars

- Schedule employee training in small chunks of two hours or less—the same training as in Dr. Frick's classroom but spread over several days (or weeks) to accommodate your employees' schedules.
  - Learners can log in from their desks and will be away from their work responsibilities for only two hours once a week for three weeks rather than a whole day at a time.
  - Learners can log in from anywhere in the world.
- Free up your training rooms; employees learn at their desks or on their laptops in the field.
- Save travel time and costs of bringing all employees and a trainer to a central classroom.
- Allow shy people who might not raise their hands in class to interact privately with Bette by posting questions and offering comments that only she can see. Bette can answer questions without identifying the learner, or she can contact the learner after class with an answer.
- Allow learners to check their knowledge with polls and quick tests about every five to seven minutes during the broadcast.
- Provide each learner with a ½-hour online coaching session to discuss his or her writing to reinforce learning.
- Provide archived recordings of each webinar for on-demand streaming for 30 days after the broadcast (especially helpful for those who have missed some or all of a webinar session).
- Provide you with individualized reports of attendance and attention during the webinar.

## Technical details

- Dr. Frick will register your employees for the webinar and provide them with their unique link to connect to the broadcast.
- Once registered, learners receive two more reminders of the scheduled webcast.
- Learners log into the webinar with one or two clicks.
- Learners watch the broadcast from their desks, listening through VOIP or a telephone connection (long-distance charges apply to landlines). In either case, headphones are recommended.
- Learners will schedule their one-on-one coaching session and meet with Dr. Frick to discuss their writing sample and continue to learn how to write concisely and clearly.

## Additional opportunities—just ask!

- Customizing the class to your industry, using your company documents.
- Licensing my *Writing That Works* technical writing textbook to provide further support for all employees. (It's the book that keeps on teaching!) Contact me at [efrick@textdoctor.com](mailto:efrick@textdoctor.com) for a sample.

## Comments from Dr. Frick's webinar learners

- Even a "good" writer can benefit from this course. I've been told all my life I'm a "good" writer, but I still found ways to improve my writing through this course.
- Bette is a great instructor and made the material relevant to my job. It was easy to understand how to apply these topics to my work. She is a great speaker and made the course very interactive and easy to follow, which made it very engaging.
- For me the dynamics/environment of a training is really important and yours was really good. You helped us to say what are we thinking and be active on the training.
- Awesome class! This should be required for anyone who creates documents, document templates, or any type of report.
- My supervisor complimented me on an e-mail communication I cc'd her on yesterday and I gave you and your webinar writing class full credit! I love having the opportunity to take a great class in the convenience of my own office.
- I was just telling someone this morning about your great class. I continue to use what I learned in the class and have REALLY found an increase in my presentation effectiveness! The feedback has been very favorable.

## About Bette Frick

Dr. Elizabeth (Bette) Frick, founder and owner of The Text Doctor LLC, has a PhD in English from the University of Minnesota and served as President of the Twin Cities chapter of the Society for Technical Communication (STC) from 2003-2004. She is a Fellow of STC. Dr. Frick is also board-certified as a medical editor by the Board of Editors in the Life Sciences and served as President of the American Medical Writers Association—Rocky Mountain Chapter (2011-2013). She recently received the Distinguished Toastmaster (DTM), the highest Toastmasters award.

Bette has taught webinars for nine years in corporations and organizations such as Medtronic, the National Institutes of Health, Kraus-Anderson Construction, CH2M, Adams County (Colorado), and the Minnesota Department of Public Safety.



**THE TEXT DOCTOR®**  
creating better writers

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