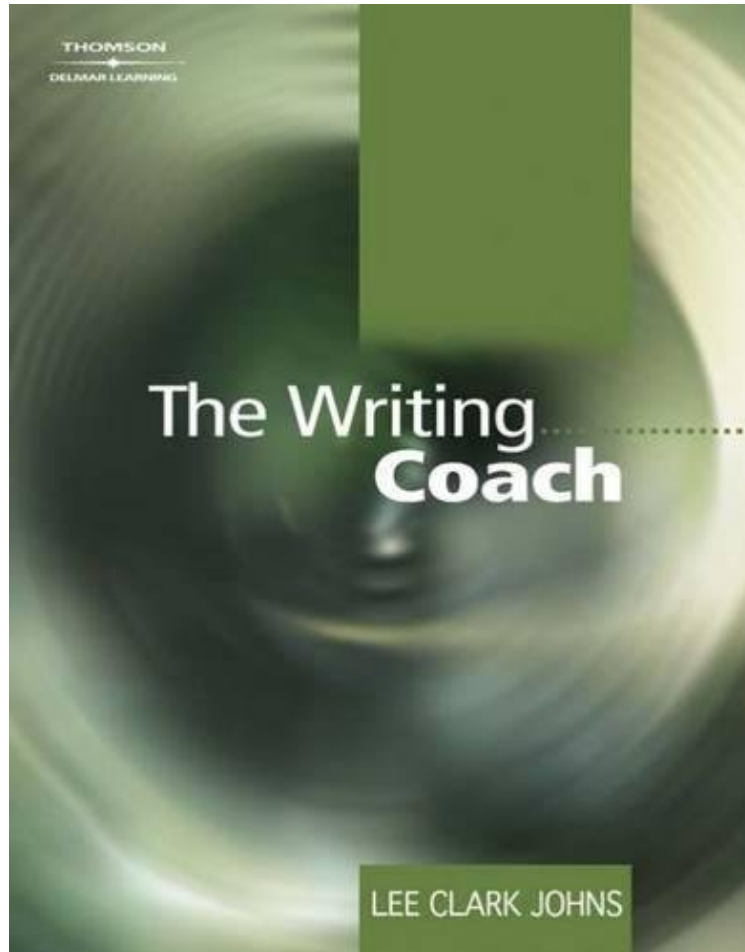


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The Writing Coach

Lee Clark Johns

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Lee Clark Johns : The Writing Coach before purchasing it in order to gage whether or not it would be worth my time, and all praised The Writing Coach:

5 of 5 people found the following review helpful. Something for EveryoneBy A CustomerThe introduction to The Writing Coach is inspiring. Lee Clark Johns is enthusiastic about her subject. She treats her subject with the care and skill of a fine novelist. She involves the reader in the subject matter from the very beginning and then leads the way to a great adventure for the business writing community. She adds just enough humor in sample writings to keep smiles on student faces. For those of us who are involved in the honorable profession of teaching English, an enthusiastic and inspired author becomes a silent team teaching member. Lee Clark Johns is just such an author in The Writing Coach. The material is pertinent to current business trends. Exercises present examples of documents from real world, office situations (some of them are quite funny and others leave the reader aghast, see page 13 memo) and challenge the learner to rewrite/reorganize the document to meet more current standards or more appropriate standards. These exercises are excellent in that they present learners with what not to do and then lead them to what they should do in a

business-writing situation The Writing Coach content is current and up to date. It addresses issues with which the business community is confronted every day, and it demonstrates the techniques necessary to conquer these issues with aplomb. The Writing Coach has something for everyone and would definitely be an asset to my teaching library. I am pleased to have had the opportunity to meet Lee Clark Johns in the pages of this wonderful book. 1 of 2 people found the following review helpful. **WORKING STIFFS AND BCOM TEACHERS: YOUR NEW BEST FRIEND IS HERE!** By Eve Dobkins Ash Among corporate writing consultants, Lee Clark Johns is the real article, and so is her book **THE WRITING COACH**. The same pioneering spirit that drove her to co-found the Association of Professional Communication Consultants drives this lean, workbook-style guide, off the beaten path of content-centricity and onto the heady road of strategic thinking. Like Volkswagen's, her motto seems to be "Drivers wanted." I love **THE WRITING COACH** because it recognizes that writing is a skill, not a content area. As we look over her shoulder at real-world samples, we see how the good writers do it--their organization, diction, formatting. Instead of spouting unhelpful advice like "Write in a language your reader understands," Johns takes us inside the labs, offices, and boardrooms to show us how many readers a single message can have, what languages they share and don't share, and how to reach them all in a single document. Johns can take us there because she has been there, as a consultant for 25 years. Students, their brains clogged with academic-speak, hear the difference. Her streamlined, muscular style practices what it preaches. Even if, like mine, your department mandates another textbook, **THE WRITING COACH** makes a great, affordable supplement. I've ordered the books for next semester's BCOM students as, among other things, a collection of authentic sample documents and exercises I won't have to forage for or try to fake myself--and a book they will certainly want to keep and use. Thanks, Lee, for a smart, empowering guide I plan to wear completely out. 2 of 3 people found the following review helpful. **One the best guides for business writers** By Dr. Kenneth W. Davis This large-format book, by a leading writing consultant, is dedicated "to everyone who `writes for a living'- which means almost all working adults." It's on the short list of recommended resources in my book *The McGraw-Hill 36-Hour Course in Business Writing and Communication*, and supplements that book very well. I recommend it highly to all business writers.

The Writing Coach walks writers through the writing process--from planning, organizing, and writing strategies applied to long and short documents, through editing and revising final drafts. It replaces the traditional how-to books for writing reports, memos, and letters with a decision-making process that taps the critical thinking skills and experience of adult learners. The Writing Coach is ideal for use as the complete notebook for a short seminar or as the process-based foundation for a longer course that includes participants' writing samples. Individuals will also find it useful for self-directed study and as a reference tool.

Unlike so many theoretical how-to books, 'The Writing Coach' presents real contexts in which careful and informed writing is crucial. With its easy-to-use format, real-life examples and practical advice, 'The Writing Coach' can help make anyone a winner. The introduction to *The Writing Coach* is inspiring. Lee Clark Johns is enthusiastic about her subject. She treats her subject with the care and skill of a fine novelist. She involves the reader in the subject matter from the very beginning and then leads the way to a great adventure for the business writing community. She adds just enough humor in sample writings to keep smiles on student faces. For those of us who are involved in the honorable profession of teaching English, an enthusiastic and inspired author becomes a silent team teaching member. Lee Clark Johns is just such an author in *The Writing Coach*. **About the Author** Lee Clark Johns, president of Strategic Communication Inc., is an award-winning, internationally recognized expert in business and technical writing. With more than 25 years experience in training and consultation, she has helped a veritable who's who of the American workplace improve their communication skills from corporate executives to field personnel, administrative assistants, scientists, engineers, accountants, attorneys, bankers, and computer experts. A typical comment Shes wonderful. In 2004, she received the Association of Professional Communication Consultants Excellence in Writing Award. With more than 25 years experience in training and consultation, Lee Clark Johns has helped a veritable who's who of the American workplace improve their communication skills from corporate executives to field personnel, administrative assistants, scientists, engineers, accountants, attorneys, bankers, and computer experts.