



Let me guess

Writing is not what you do for a living.

Writing is not your passion.

But writing is something you *have* to do well to succeed in the other places that really count. As frustrating as those writing requirements are for you, they're not going away. You can't minimize them, and you certainly don't intend to go back to school and start over with Composition 101 (or even 202).

What you want is a personal writing coach, a professional writer with a sterling command of the English language and experience improving the writing of others. You want someone with the flexibility to analyze your writing and then design an improvement program for you and you alone — on your timeline, addressing your specific writing strengths and weaknesses, getting you the results you want.

And do it all affordably, right?

Here at Tamarack Communication, such a challenge doesn't even raise an eyebrow. It's what we do. And we'll do it for you, wherever you are, whatever your skill level, provided you accept that writing more effectively is a critical skill you want to develop to enhance your overall effectiveness as an executive or aspiring executive

How does it work? Quite simply, actually.

- Answer a few questions to help us understand the role of writing in your work.
- Send us a few typical examples of your workplace writing.
- We'll diagnose a few basic issues and offer you some options – a short-term plan to address immediate and obvious needs, and a longer-term plan to build your writing foundation and offer knowledge that will guide you in the future.

What if we can't help you? That's most unlikely, but we'll tell you if that seems to be the case. And we'll also tell you how much time – on your part and on ours – this is probably going to take.

After we've achieved the goals we've agreed upon, we will happily go away and leave you alone or, if you'd like, we can discuss ongoing assistance as your personal editor. It will be completely up to you.

An executive writing coach might be exactly what you need to finally put one recurring aggravation behind you.

Give us a try. We have a pleasant surprise in store for you.

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