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Professional Writing in the Digital Age

Description: This full-day workshop is a quick way to hone your writing and editing skills for digital-age readers. The day starts with a look at the latest research on how Facebook, Twitter and other new media are transforming the ways people read and what they expect from writers. You'll then learn to apply this research using simple steps in your pre-writing, drafting and editing—whether you are crafting a quick email, a memo, a press release, a grant proposal, a strategic plan, or even a set of tweets or Facebook updates. But don't expect death by PowerPoint. You'll immediately apply everything you learn to one of your current writing projects, supported by personalized coaching and feedback.

What you learn:

- The latest research on digital-age reading habits
- Why it's smart to start with the ART (Audience, Response desired, and Tone needed)
- How to design scannable documents that engage readers
- What causes writer's block and how to avoid it
- The seven edits that matter most in the digital age
- Why a sentence's first eight words tell you most of what you need to know about clarity
- How to spot clutter and passive voice – and how action verbs can revitalize a sentence

What else participants receive: A toolkit (in both digital and printed versions) containing writing and editing checklists, a research summary and model documents.

Who should attend: Anyone whose job demands writing and editing.

How many can attend: From 5 to 15 participants.

Program length: It's designed as a full-day workshop, but we can tailor partial-day versions to meet your scheduling needs.

Location and setup: We will conduct the workshop at your site, and you will provide the workshop room and a projector.

What it costs: \$4000 for the full day (discounts available for partial-day versions and also for multiple bookings). You would cover any travel costs.

The instructor: David Lipscomb is the Founder and President of [Redpen21](#), a company that helps professionals engage 21st-century readers. He has 20 years of experience teaching communications and writing skills, and he has taught hundreds of employees from FedEx, Kellogg, the US Army and dozens of other companies, government agencies and non-profits.



He has also written and edited material for Kodak, Starbucks, the Cystic Fibrosis Foundation and many other organizations. With a Ph.D. in English from Columbia University, he has taught writing at Columbia, Wake Forest University and Georgetown University, where he is currently Adjunct Professor at the [Center for Continuing and Professional Education](#). In 2009, he was [profiled](#) in the *Chronicle of Higher Education*.