



For More Information:
Bill Halldin
916-781-0657
bill@halldinpr.com

VANWRITE UNVEILS INNOVATIVE SOFTWARE TO IMPROVE BUSINESS WRITING

SACRAMENTO, Calif., April 12, 2004 – A Sacramento company today launched an innovative software program to take the pain out of business writing.

VanWrite has helped thousands of people become better communicators through training seminars. Now the company is announcing the launch of its VanWrite *Sentence Aerobics*[™] software.

The software takes the mystery out of good writing, guiding writers to better communication much like a spell check program helps correct spelling errors. The result: clearer writing that can improve the bottom line.

“Business leaders understand that poorly presented proposals cost them thousands, if not millions, of dollars in lost business,” said Linda Vanderwold, a former high school English teacher who developed the VanWrite method after businesses asked her to help their employees write clearly. “Effective communication improves the chance of winning new business and reduces costly re-write time.”

Because of the enthusiastic response to Vanderwold’s writing seminars and her VanWrite method, Vanderwold and the VanWrite team developed a software version of the writing program. The software enables users to easily see sentence construction weaknesses, so they can improve them, and strengths, so writers can duplicate them.

“Businesspeople are the first to admit that writing causes them grief, especially under deadline pressure,” Vanderwold says. “Yet we know that good writing and communication are critical skills for success. Our seminars and our software give people a simple roadmap for effective communication.”

The VanWrite software moves beyond the “right and wrong” domain of spelling and grammar checkers. It replaces the “this-sounds-better” editing approach with an objective reason for every edit. The software analyzes each sentence and applies color to show sentence constructions that make the writing difficult or easy to read. In an instant, writers literally see where they need to focus their edits and why.

The software works with any program that supports clipboard copy and paste and it can be fully integrated with Microsoft® Word® and Microsoft® Outlook®.

“VanWrite’s *Sentence Aerobics* software is a powerful tool that increases the effectiveness of my communication,” says Debra J. Crumpton of Crumpton and Associates in Elk Grove. “As an author, business owner and doctoral student, writing is my lifeblood and that’s why I rely on VanWrite’s methodologies to make my writing more lean and powerful. *Sentence Aerobics* captures an active voice and makes my writing come alive.”

Why are so many employers interested in workplace writing? No longer is writing just the task of the staff “writers.” The computer and e-mail made writers out of every person in the organization.

“VanWrite creates better communicators,” Vanderwold says. “The method teaches VanWriters how to objectively analyze their own and others’ writing to create shorter, easier-to-understand documents for their readers.”

Vanderwold began VanWrite in 1990 after a PriceWaterhouse executive asked her to help improve employee writing skills. She left teaching and embarked on her business – ultimately training thousands in both the public and private sectors.

VanWriters work at all management levels and within every professional discipline: engineers, information technology professionals, accountants, managers, human resources professionals, and public relations executives.

Paul Briley, training manager for Cole Vision in Sacramento, attended a VanWrite seminar before the software was developed. Now, the software provides him an easy to use tool to help him check his writing.

“*Sentence Aerobics* software handles much of the thought process for you, which is especially important when you’re in a hurry to get documents out the door,” Briley said. “I particularly like the ease with which I can use the program and the fact that it reduces the number of words I use, making my writing clearer and easier for my audience to understand.”

About VanWrite

Linda Vanderwold is the genius behind the VanWrite method. After teaching high school English in Davis, Calif., for several years, Vanderwold began advising businesses on ways to improve their employees’ writing effectiveness. Her consulting business blossomed into VanWrite. She is certified by the National Speakers Association and has led hundreds of seminars on good writing techniques for business, non-profit, and government organizations. To purchase the VanWrite *Sentence Aerobics* software or to try it online, please visit www.vanwrite.com