



Business Writing Programs

for **CORPORATIONS, ORGANIZATIONS, AND GOVERNMENT AGENCIES**

Federal Supply Service

Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: GSAAdvantage.gov.

MISSION ORIENTED BUSINESS INTEGRATED SERVICES (MOBIS)

SIN 874-4 Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration

FSC/PSC Code: U006

Contract number: GS-02F-0006X

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at fss.gsa.gov.

Contract period: October 12, 2010 – October 11, 2015

VanWrite Writing Consultants, LLC

500 T Street, Suite B
Sacramento, CA 95811
(800) 800-0898

www.vanwrite.com

Contact for Contract Administration: Don Hallberg, Director of Government Operations
gsainfo@vanwrite.com

Business size: Small Business; Woman-Owned Small Business

(ii) CUSTOMER INFORMATION:

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s): SIN 874-4
- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: See Price List
- 1c. A description of all class descriptions is shown in our Price List.
2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage (delivery area): CONUS, AK, HI, PR, US Territories
5. Point(s) of production: Sacramento, CA
6. Discount from list prices or statement of net price: Discounts are shown in our price list
7. Quantity discounts: Quantity discounts are shown in our price list
8. Prompt payment terms: Net 30
- 9a. Government purchase cards are accepted at or below the micro-purchase threshold.
- 9b. Government purchase cards are accepted above the micro-purchase threshold.
10. Foreign items: n/a
- 11a. Time of delivery. 7 days
- 11b. Expedited Delivery. Items available for expedited delivery are noted in this price list.
- 11c. Overnight and 2-day delivery. Call for information
- 11d. Urgent Requirements. Call for information
12. F.O.B. point: Destination
- 13a. Ordering address: VanWrite Writing Consultants, LLC PO Box 160145, Sacramento, CA 95816
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment address: VanWrite Writing Consultants, LLC PO Box 160145, Sacramento, CA 95816
15. Warranty provision: SCW
16. Export packing charges, if applicable: N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Accepted at all levels
18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
19. Terms and conditions of installation (if applicable): N/A
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A
- 20a. Terms and conditions for any other services (if applicable): N/A
21. List of service and distribution points (if applicable): Sacramento, CA
22. List of participating dealers (if applicable): N/A
23. Preventive maintenance (if applicable): N/A
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A
- 24b. Section 508 compliance: N/A
25. Data Universal Number System (DUNS) number: 006961333
26. Notification regarding registration in Central Contractor Registration (CCR) database: CAGE Code 317W7

VanWrite Philosophy

Good writing shouldn't be a mystery.

Clear, effective writing has never been more important than it is today because the computer and email made every employee a writer. Yet, many feel uneasy when they write. Some even hate it! VanWrite targets this issue with an effective, simple, non-academic writing method that coaches real people in the real work world.

We can help anybody write with more confidence! VanWrite takes the guesswork, mystery, and anxiety out of writing, and produces immediate, lasting results. With VanWrite, staff develop time-saving techniques to plan, write, and edit clear, concise documents the first time.

VanWrite Method

The VanWrite method is based on actual business documents, not academic theory. Linda Vanderwold conducted primary research to define strong and weak business writing. She discovered that most business writers spend very little time planning their documents; instead, busy business writers start writing, and then get caught in the vicious, costly rewrite cycle. In response, Linda honed her observations and formulated a very easy-to-take cure for the business communicator's pain. In fact, this friendly cure inspires VanWriters to look forward to writing and editing tasks, instead of dreading them!

Course Content

High Impact Thinking

This smart hands-on session teaches busy, stressed people how to bust the re-write cycle, the single most expensive office nightmare. VanWrite truly shows business people how to plan an entire project before writing a single sentence. We believe that it is never wise to think in complete sentences because everybody thinks SO much faster than they can write. Visual thinking allows staff to work quickly and clearly; this is especially important as employers struggle with reduced staff and increased workloads.

VanWrite provides and demonstrates many templates that help professionals juggle competing priorities gracefully, manage projects efficiently, and facilitate better meetings. This session pivots on edutainment the audience will use at their work sites, AND at home! High Impact Thinking teaches leaders and staff new ways to grasp, develop, and share ideas quickly, skills that promote employee retention and motivation.

Sentence Aerobics®

This hands-on session shows participants how to expedite the editing process. Using color, Sentence Aerobics targets the pulse points of any sentence and converts writing flab to lean muscle. It focuses on those sentence elements that increase Reader Comfort so the reader obtains, retains, and accesses the writer's message easily. Based on objective rules described in Linda Vanderwold's book, Target Editing, this session goes far beyond grammar rules and writing tips.

Sentence Aerobics is unique among writing programs because it is a proven method that can be easily learned and measured. Other writing programs are little more than a collection of grammar rules, tips, and examples that are difficult to remember and apply. Sentence Aerobics produces immediate measurable results that are reinforced by software every time participants write.

Learning Objectives

Participants easily learn the VanWrite method for clear business communication; as a result, management and staff:

- **conduct fewer and shorter meetings** because they communicate much more concisely. In addition, the visual thinking and communication skills dissolve generational differences in the office;
- **prepare shorter, more powerful documents** that help readers obtain, retain, and access the writer's message easily;
- **increase editing efficiency** because they immediately recognize strong and weak sentence elements. All office writers become strong editors of their own and each other's work based on the objective VanWrite editing guidelines; simultaneously, all writers maintain their own style!

VanWrite GSA Pricing

Onsite: VanWrite Writing Workshop:

12-hour program

- Minimum class size 1, no maximum
- Two 6--hour meetings with student work writing review

SIN	Course Title	Course Length	Minimum Participants	Maximum Participants	GSA Schedule Price	Minimum GSA Class Price
874-4	<i>12-hr Onsite: VanWrite Writing Workshop*</i>	<i>12 hrs</i>	<i>1</i>	<i>no maximum</i>	<i>\$380.84</i>	<i>\$380.84</i>
			35	<i>no maximum</i>	<i>\$353.63</i>	<i>\$12,377.14</i>
			75	<i>no maximum</i>	<i>\$326.43</i>	<i>\$24,482.25</i>

*Note: Client provides venue, and projection screen. When needed, client also provides appropriate sound system and projector.

When required, travel will be at appropriate JTR Rates

Every VanWrite Writing Workshop program includes:

- **VanWrite® High Impact Thinking** presentation led by Linda Vanderwold, CSP
- **VanWrite Sentence Aerobics®** presentation led by Linda Vanderwold, CSP **Materials Package:**
 - Linda Vanderwold's book *Target Editing*
 - High Impact Thinking notebook
 - On-line High Impact Thinking templates
 - Sentence Aerobics notebook
 - Sentence Aerobics software (non-expiring license unless noted)

eLearning: VanWrite Writing Workshop

3-hour eLearning instruction

- Class size: 1 student
- Video instructions led by Linda Vanderwold, CSP
- Downloadable materials
- 12 month eLearning subscription
- 1-year software license

SIN	Product	Brand Name	Unit	Time of Delivery ARO	GSA Schedule Price	Minimum Order
874-4	eLearning	VanWrite	1 each	7 days	\$198.49	\$198.50
			100 each		\$140.34	\$14,034
			250 each		\$120.30	\$30,074