

Write Smart®

Learn How to Communicate Clearly in Plain English

Simplified Writing Training and Editorial Services

Online or On-site — From One Hour to One Year!

GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST

Online 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.

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

00CORP – THE PROFESSIONAL SERVICES SCHEDULE (PSS)
MISSION ORIENTED BUSINESS INTEGRATED SERVICES (MOBIS)
FEDERAL SUPPLY SCHEDULE CONTRACT FOR GS-02F-0069S
FSC Group 69 Class 6930

Period Covered By Contract: 1-25-2006 thru 1-24-2021
Price List Current Through Modification# PO-0029 dated 1-25-2016

For details about the Write Smart programs, visit our Website:

www.writesmart.com

SPECIAL ITEM NUMBER	874-4 Writing Training: Instructor-Led Training, Web-Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internships
---------------------------	--

Write Smart® LLC

**2820 South Abingdon Street
Suite C-1
Arlington, VA 22206**

Point of Contact: Mike McClory
Phone Number: (703) 521-5676
Fax Number: (703) 671-1396 Email:
information@writesmart.com

Business Size: Small Business

ABOUT THE ORGANIZATION AND THE INSTRUCTOR

In 1983, Mike McClory, editor of a monthly newsmagazine in Washington, D. C., began offering a series of writing classes for House and Senate staffers on Capitol Hill. The premise of his step-by-step **Write Smart**® program was simple: Solve communication problems by learning the plain English techniques used by top professional writers and editors in America’s publishing industry.

Since then, thousands of participants in his classes — both online and on-site — have learned how to make their reports (letters, legal and technical documents, web postings, proposals, email messages, etc.) as interesting and easy to read as a magazine article.

As a two-person small business, we are able to provide high-quality, low-cost training that meets the specific needs of your organization. (For additional information, [click here](#).)

CUSTOMER INFORMATION

1a. Table of Awarded
Special Item Number

SIN 874-4 Writing Training: Instructor-Led Training,
Web-Based Training and Education, Course Development

Introduction to Write Smart

SIN 874-4 Instructor-Led Training, Web-Based Training and Education, Course Development

Intro 1. How to Become a Smarter Writer by Solving Word Puzzles. In this free 90-minute video, you will learn how to improve your writing skills by treating the English language as a game. Playing games (not memorizing rules) will help you understand the techniques that top professional writers and editors rely on to **communicate clearly and persuasively** — in plain English. You will also learn how to spot **8** commonly used verbs that frequently produce dull, rambling sentences. No cost, no obligation.

Intro 2. Tying Ideas Together. If you want to develop a concise, reader-friendly style, you need to know the **key words** that skilled professional editors use to **tie ideas together**. In the process, you will learn how to deal with many of the quirks of English. For example, why does your computer tell you to change “that” to “which” (or “which” to “that”)? Why do words like “however” and “therefore” usually require both a comma and a semicolon? This 90-minute video includes the 240-page **Write Smart** eBook, which covers everything from the fundamentals of grammar to the finer points of style.

▶ GSA Price for **Tying Ideas Together** plus the **Write Smart** eBook — \$0.89

The Write Smart 12-Step System: Good Grammar, Perfect Punctuation, Smart Sentences

Plain writing is not an option; it's the law. That means paying careful attention to the fundamentals of grammar, punctuation, and sentence structure. A recent Merit Systems Protection Board report on the quality of government writing included the following comments: "grammatical mistakes ... sloppy writing ... disorganized presentation ... misspelled words and grammatical errors ... vague, confusing ... poor writing...."

In sports, successful coaches and managers always stress the fundamentals. In writing, mastering the fundamentals is the key to clear communication. The focus of this intensive 6-hour program is on developing the skills necessary to produce error-free correspondence that expresses ideas fully in clear, concise language. Topics include:

- Applying the "smart = simple" principle: how to deliver information in language that people can understand easily and respond to promptly.
- Relying on the sentence patterns that most professional writers and editors use most of the time. (Generally speaking, shorter sentences are smarter sentences.)
- Spotting the little problems — subject-verb agreement, correct use of pronouns, and other careless grammatical errors — that will undermine confidence in your organization's credibility.
- Overcoming the tendency to write sentences that follow the typical . . . *blah, blah, blah, and . . . blah, blah, blah, however . . . blah, blah, blah, therefore . . . blah, blah, blah, also . . . blah, blah, blah, moreover . . .* pattern. # Boring!
- Understanding why action verbs make your sentences direct and interesting, while cumbersome passive verbs usually produce sentences that are longer and blander.

Passive: *It was stated by the investigator that misleading information was provided by the contractor.*

Active: *The investigator stated that the contractor provided misleading information.*

- Applying consistent, time-tested, professional punctuation techniques vs. "put a comma where you hear a pause." (What if the reader doesn't hear the pauses you hear?)
 - Understanding when to use colons, semicolons, dashes, hyphens, and parentheses.
 - Sharpening writing and proofreading skills: solving "GrammarText® Puzzles" to catch common errors that your computer's spell-check and grammar-check will miss.
- ▶ Includes the 240-page **Write Smart** eBook — plus access to web-based audio training tools and **GrammarText®** word puzzles.

Online GSA Price: \$44 per participant

On-site GSA Price: \$128 per participant

On-site GSA Price (with the print edition of the **Write Smart** text): \$158 per participant

Writing That Works: Developing an Easy, Professional Style

SIN 874-4 Instructor-Led Training, Web-Based Training and Education, Course Development

This 12-hour program covers all of the material in the **Fundamentals of Clear Communication** — plus 21st century English usage and style. Good writers know how to present ideas in ways that spark the reader’s interest, command attention, and earn respect. We’ll address the problems of how to present ideas in logically developed paragraphs and how to organize paragraphs into a coherent, engaging narrative. Topics include:

- Getting to the point.
- Holding the reader’s interest.
- Putting the right words in the right place: mastering the tricks of English syntax.
- Dealing with one idea at a time — more than one will confuse the reader.
- Knowing which so-called “rules” of English aren’t rules at all — and never were.
- Creating smooth transitions.
- Framing your message in a simple, unifying structure that gives the reader a clear sense of direction and continuity.
- Shaping the message to fit the reader: writing from the reader’s point of view.
- Understanding when to use parallel construction.
- Making sure that the information sounds as if it’s coming from a real, live human being, not from an impersonal bureaucracy.

Canned: *Further notification will be forwarded in the near future.*

Human: *We will send you the results next week.*

- Correcting the problem of “gender-specific” language without resorting to the awkward *s/he*, *he/she*, or *his/her* forms.
 - Using the right word: a review of the 100 most frequently misused words — *who* vs. *whom*, *its* vs. *it’s*, *affect* vs. *effect*, *insure* vs. *ensure*, *i.e.* vs. *e.g.*, *infer* vs. *imply*, etc.
- ▶ Includes the 240-page **Write Smart** eBook and review of job-related writing samples — plus access to web-based audio training tools and **GrammarText**[®] word puzzles.

Online GSA Price: \$79 per participant

On-site GSA Price: \$212 per participant

On-site GSA Price (with the print edition of the Write Smart text): \$242 per participant

How to Edit Your First Draft — and Your Second . . . (so that people at the next level won't have to do it all over again)

SIN 874-4 Instructor-Led Training, Web-Based Training and Education, Course Development

Why is the typical magazine article easy to follow, while so many government documents are tedious and muddled? In the Age of the Internet, the ability to translate ideas into lean, clean English sentences — quickly and professionally — will often make the difference between success or failure, for organizations and individuals alike.

In this lively, interactive 18-hour program, we'll go beyond clear, concise, and correct. After a review of the material in the **Fundamentals of Clear Communication** and **Writing That Works**, the emphasis will be on professional editing techniques that help you write persuasively — techniques they don't teach you in high school or college. We'll spend most our time discussing and editing on-the-job writing samples provided by the participants or the organization. Topics include:

- Breaking old writing habits — and developing new ones.
- Eliminating ambiguous language that may lead to costly misunderstandings.
- Cutting the message down to size: overcoming the tendency to indulge in log-winded explanations that will bore the reader.
- Achieving a natural, conversational tone.
- Communicating successfully with people at different levels within the organization.
- Getting your point across with straightforward, reader-friendly language, not stale jargon or official-sounding phrases.

Stale Jargon: *Due to an extended seasonal deficiency in precipitation, the subject biota experienced a mortality rate of 100 percent.*

Plain English: *A long summer drought killed all the plants.*

- Mapping the message: when will bullets and graphics help — and when will they hurt?
- Coming up with strong introductions and solid conclusions.
- Writing and editing effectively under pressure: shortcuts to help you get the job done — on time!
- Making every word count.
- ▶ Includes the 240-page **Write Smart** eBook and the 26-page **Write Smart Editorial Checklist** — plus access to web-based audio training tools and **GrammaText**[®] word puzzles. Heavy emphasis on reviewing and editing writing samples provided by the participants or the organization.

Online GSA Price: \$112 per participant

On-site GSA Price: \$280 per participant

On-site GSA Price (with the print edition of the **Write Smart** text): \$310 per participant

Write Smart Workshops: Ongoing Writing and Editing Training

SIN 874-4 Instructor-Led Training, Web-Based Training and Education, Course Development

Follow-up training for people who have completed one or more of the **Write Smart** programs, and who want to continue upgrading their skills. The focus in each 2-hour session is on applying time-tested techniques and strategies to your own writing or to editing the work of others.

Online GSA Price: \$4.50 per participant

On-site GSA Price: N/A

Individualized Coaching: Writing

SIN 874-4 Instructor-Led Training, Web-Based Training and Education, Course Development

This online program includes 10 hours of individualized instruction and 5 writing assignments targeted to your specific needs. (For one participant or small groups.)

- ▶ Includes the 240-page **Write Smart eBook** and the 26-page **Write Smart Editorial Checklist** — plus access to web-based audio training tools and **GrammarText®** word puzzles.

Online GSA Price: \$960 per participant

On-site GSA Price: N/A

Individualized Coaching: Editing

SIN 874-4 Instructor-Led Training, Web-Based Training and Education, Course Development

This online program includes 10 hours of individualized instruction and 5 editing assignments targeted to your specific needs. (For one participant or small groups.)

- ▶ Includes the 240-page **Write Smart eBook** and the 26-page **Write Smart Editorial Checklist** — plus access to web-based audio training tools and **GrammarText®** word puzzles.

Online GSA Price: \$960 per participant

On-site GSA Price: N/A

Editorial Support (Course Development)

SIN 874-4 Instructor-Led Training, Web-Based Training and Education, Course Development

Extension of the **Write Smart** training. Editorial support includes writing and editing of key documents: reports, white papers, regulations, policies, proposals, manuals, IT documents, standard forms, websites.

Online GSA Price: \$96/hour

On-site GSA Price: N/A

CUSTOMER INFORMATION (cont.)

- 1b. Identification of Lowest Priced Model Number: Not applicable for the awarded SIN.
- 1c. All services and materials delivered by the principal (see [Organization & Instructor](#)).
2. Maximum Order: \$1,000,000
3. Minimum Order: \$1.00
4. Geographic Coverage (Delivery Area): All 48 contiguous states; Alaska, Hawaii, Puerto Rico, and the District of Columbia; Worldwide.
5. Points of Production: Same as Contractor
6. Discount from List Prices or Statement of Net Price: Prices shown are Net; all discounts other than quantity discounts have been applied.
7. Quantity Discounts: None
8. Prompt Payment Terms: Net 30 days
- 9a. Notification: Government purchase cards will be accepted below the micro-purchase threshold.
- 9b. Notification: Government purchase cards will be accepted above the micro-purchase threshold.
10. Foreign Items: None
- 11a. Time of Delivery: Negotiated
- 11b. Expedited Delivery: Every effort will be made to accommodate expedited requirements. Please contact Write Smart[®] LLC for more information.
- 11c. Overnight and 2-day Delivery: Not applicable.
- 11d. Urgent Requirements: Every effort will be made to accommodate urgent requirements. Please contact Write Smart[®] LLC for more information.
12. FOB Point: Destination

13. Ordering Address:

Write Smart® LLC

Attention: Michael R. McClory

2820 South Abingdon Street

Suite C-1

Arlington, VA 22206

Phone: (703) 521-5676

Email: mcclory@writesmart.com

Website: www.writesmart.com

14. Payment Address:

Write Smart® LLC

Attention: Michael R. McClory

2820 South Abingdon Street

Suite C-1

Arlington, VA 22206

15. Warranty Provision: None

16. Export Packing Charges: Not applicable

17. Terms and Conditions of Government Credit Card Acceptance: Not applicable

18. Terms and Conditions of Rental, Maintenance, and Repair: Not applicable

19. Terms and Conditions of installation: Not applicable

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not applicable

20a. Terms and conditions for any other services: Not applicable

21. List of service and distribution points: Not applicable

22. List of participating dealers: Not applicable

23. Preventative maintenance: Not applicable

24a. Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): Not applicable

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location). The EIT standards can be found at www.Section508.gov: Not applicable

25. Data Universal Number System (DUNs) number: 116194184

26. Notification regarding registration in System for Award Management (SAM):
Currently Registered.

ABOUT THE ORGANIZATION AND THE INSTRUCTOR (cont.)

After the passage of the Plain Writing Act of 2010, **Write Smart** began offering classes and other educational resources over the Internet. The online eLearning courses retain the high quality of the on-site training, but at substantially reduced prices.

We can design programs that focus on your organization's general writing needs or on one of the following specific areas:

Plain Writing (following the OMB Guidance)
Reports (Audit, Investigative, IG, IT, EEO, Annual, Financial, White Papers)
Letters, Memos, Email
Correspondence with Congress and the White House
Legal Writing (Regulations, Briefs, Plain English for Lawyers)
Technical and Scientific Writing
Editing for Managers (following GPO style or your agency's style manual)
Manuals and Publications
Proposals
Contracts
Websites
Articles

Participants in the **Write Smart** programs have come from a cross-section of business, government, and nonprofit organizations:

U.S. House and Senate (both parties)	WilmerHale	General Dynamics
Department of Treasury	Pepco	Newsweek Magazine
Department of Transportation	IBM	Department of Justice
Department of Defense	ITT	Group Health Association
Administrative Office of the U.S. Courts	FBI	Prince George's County
Academy for Educational Development	CACI	Research Institute of America
Association of American Medical Colleges	ACTION	The Nature Conservancy
Department of Veterans Affairs	Peace Corps	US West (now Quest)
Public Health Foundation	Marine Corps Institute	King & Spalding
National Association of Homebuilders	WOR – TV	Cassidy & Associates
Department of Agriculture	NASA	Department of Commerce
U.S. Government Printing Office	US Airways	State Justice Institute
Sutherland, Asbill & Brennan	ANSER	Wheat First Securities
Environmental Protection Agency	Burdock Group	National Urban League
American Psychological Association	Capital Care	Congressional Hispanic Caucus
Bureau of Indian Affairs	Amtrak	Chronicle of Higher Education
Educational Testing Service	Warner-Lambert	Library of Congress
Securities and Exchange Commission	Meridian Corporation	U.S. Supreme Court
Federal Trade Commission	AARP	Baker & McKenzie
American Gas Association	TRW	General Services Administration
The Smithsonian Institution	Tracor	General Accounting Office
National Petroleum Council	AT&T	The Learning Group
American Pharmaceutical Association	ZAI	National Defense Magazine
National Association of Securities Dealers	AMS	National Public Radio
Wider Opportunities for Women	EG & G	Princeton Capital Corporation
Social Security Administration	WMATA	National Institutes of Health
Federal Communications Commission	U.S. Mint	Burson-Marsteller