Breaking Old Habits and Developing New Ones:
How to Communicate Clearly… in Plain English

General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!®, a media-driven database system. The Internet address for GSA Advantage!® is: http://www.gsaadvantage.gov.

Schedule For: Write Smart® LLC
Schedule Title: Professional Services
Federal Supply Group: Schedule 00CORP
Contract Number: GS-02F-0069S

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at http://www.gsa.gov/schedules-ordering.

Contract Period: January 25, 2021 through January 24, 2026
Contractor: Write Smart® LLC
2820 South Abingdon St.
Suite C-1
Arlington, VA 22206
Business Size: Small Business
Telephone: (703) 521-5676
FAX Number: (703) 671-1396
Web Site: http://writesmart.org
Email: information@writesmart.org
Contract Administration: Mike McClory

Price list current as of Modification #PS0044 effective October 21, 2021
Prices shown herein are net (discount deducted)
CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

<table>
<thead>
<tr>
<th>SINs</th>
<th>Recovery</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>611430</td>
<td>611430RC</td>
<td>Professional and Management Development Training</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order-Level Materials (OLM’s)</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. N/A

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. N/A

2. Maximum order:

<table>
<thead>
<tr>
<th>SINs</th>
<th>Maximum Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>611430</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>OLM</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

3. Minimum order: $1.00

4. Geographic coverage (delivery area). Worldwide

5. Point(s) of production (city, county, and State or foreign country). Typically Company Address

6. Discount from list prices or statement of net price. Government Net Prices (discounts already deducted.)

7. Quantity discounts. None

8. Prompt payment terms. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 days

9. Foreign items (list items by country of origin). Not Applicable

10a. Time of delivery. (Contractor insert number of days.) Determined at the Task Order level

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list. Contact Contractor

10c. Overnight and 2-day delivery. Contact Contractor

10d. Urgent Requirements. Contact Contractor

11. F.O.B. point(s). Destination
12a. Ordering address(es). Same as contractor address

12b. 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.

13. Payment address(es). Same as company address

14. Warranty provision. Standard Commercial Warranty Terms & Conditions

15. Export packing charges, if applicable. Not Applicable

16. Terms and conditions of rental, maintenance, and repair (if applicable). Not Applicable

17. Terms and conditions of installation (if applicable). Not Applicable

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). Not Applicable

18b. Terms and conditions for any other services (if applicable). Not Applicable

19. List of service and distribution points (if applicable). Not Applicable

20. List of participating dealers (if applicable). Not Applicable

21. Preventive maintenance (if applicable). Not Applicable

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not Applicable

22b. 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

23. Unique Entity Identifier (UEI) number. W1T6DYQQC9K5

24. Notification regarding registration in System for Award Management (SAM) database. Contractor registered and active in SAM

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SERVICE CONTRACT LABOR STANDARDS

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish an SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
Introduction to Write Smart

The Write Smart program normally begins with a 90-minute online demonstration class — How to Become a Smarter Writer by Solving Word Puzzles. In this lively, interactive introduction to the program (no charge, no obligation), people in your organization will learn how to treat sentences as puzzles — and how to improve their writing by putting the pieces together. Instead of memorizing rules, they’ll gain a clear understanding of how to deal with the eight most common problems in government writing. [https://writesmart.org/courses/gsw/](https://writesmart.org/courses/gsw/)

Simplified, 21st Century Writing Training to Meet the Needs of Your Organization

In the age of the internet, the ability to translate useful information into strong sentences — quickly and professionally — will often make the difference between success or failure, for organizations and individuals alike. The objective of the Write Smart program is to provide high-quality, low-cost writing training to government agencies that want to save time, increase productivity, and get bottom-line results.

Please review Parts 1, 2, and 3 below. All of these are live multi-media presentations, which include a greater number of educational resources and practical learning tools (at no extra cost) than any other writing courses in America. [https://writesmart.org/courses/gts/](https://writesmart.org/courses/gts/)

ABOUT THE ORGANIZATION AND THE INSTRUCTOR

It’s no secret that poor writing creates big problems: Loosely organized letters and memos. Tedious reports. Stale proposals. Long-winded technical and legal documents. Confusing email and text messages. Assignments falling behind schedule. Misunderstandings … frustration … lost opportunities … the needless waste of human and financial resources.

In 1983, Mike McClory, editor of a popular monthly newsmagazine in Washington, DC, began offering a series of writing classes for House and Senate staff professionals on Capitol Hill. The premise of his step-by-step Write Smart program was simple: Learn the “plain English” techniques used by first-rate writers and editors in America’s publishing industry — techniques they don’t teach you in high school and college English classes.

Since then, thousands of participants in his classes have come away with new skills — and new confidence — because they have learned how to apply professional writing and editing techniques to their own writing. [Continued on page 9](#)
Like successful athletes and accomplished musicians, most good writers understand the importance of learning and practicing fundamental patterns.

In this foundational 6-hour program, we will look closely at the 12 language patterns (not rules!) that skilled professional writers and editors use to turn good ideas into good writing. People who develop the ability to be playful with these fundamental patterns will see a dramatic improvement in their understanding of how to create well-organized sentences that are concise, direct, and easy to follow.

- Learning the "smart = simple" principle: developing the skills necessary to translate complex information into sentences that are both clear and interesting.

- 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 — such as careless grammatical errors — that will undermine confidence in your organization’s credibility.

- Presenting ideas in straightforward, reader-friendly language, not stale jargon.

  **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.

- Understanding why action verbs make your sentences direct and interesting, while cumbersome passive verbs usually produce sentences that are longer and blander.

- Avoiding the tendency to write sentences that follow a monotonous, meandering pattern: blah, blah, blah, and . . . blah, blah, however . . . blah, blah, therefore . . . blah, blah, moreover . . . #Boring!

- Using 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?)

- Tying ideas together: key words and phrases that keep sentences flowing smoothly.

For each participant … The 6-hour program (online or onsite) will include two 90-minute videos (How to Become a Smarter Writer by Solving Word Puzzles and Tying Ideas Together) — plus a copy of the updated 250-page Write Smart eBook, with access to dozens of brain-training Grammar Puzzles.

<table>
<thead>
<tr>
<th>Write Smart Online</th>
<th>Group Price (10 to 60 participants, two 3-hour classes): $1,690.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onsite (10 to 30 participants, one-day class): $2,460.00</td>
<td>Questions? Please contact: <a href="https://writesmart.org/contact/g1/">https://writesmart.org/contact/g1/</a></td>
</tr>
</tbody>
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In the **12-hour program**, we'll go beyond clear, concise, and correct. Our focus will be on applying the principles covered in Part 1 to the process of preparing an exceptional first draft. The objective is to develop an understanding of how to use specific writing and editing techniques to create sentences that spark the reader’s interest, command attention, and earn respect.

- Getting started.
- Getting to the point.
- Putting the right words in the right place: mastering the tricks of English syntax.
- Dealing with one idea at a time — more than one may confuse the reader.
- Knowing which so-called “rules” of English aren’t rules at all — and never were.
- Cutting the message down to size: recognizing — and overcoming — the habit of writing long-winded explanations that will bore the reader.
- Framing ideas in a simple, unifying structure that gives the reader a clear sense of direction and continuity.
- Creating seamless transitions.
- Understanding when to use parallel construction.
- Writing and editing effectively under pressure: shortcuts to help you get the job done — on time!
- Sharpening proofreading skills: learning how to catch common errors that your computer’s spell-check and grammar-check will miss.

For each participant … The **12-hour program** (online or onsite) will include all of the instruction and tools that come with the Part 1 program — plus the 6-hour **Good Grammar • Perfect Punctuation • Smart Sentences** video and the 26-page **Government Editorial Handbook**.
Part 3 – Writing That Works: Developing an Easy, Professional Style
SIN 874-4  Instructor-Led Training, Web-Based Training and Education, Course Development

(The 18-Hour Full Program – Online or Onsite)

Why is the typical magazine article easy to follow, while so many government reports (letters, memos, emails, proposals, legal and technical documents, etc.) are tedious and muddled? In Part 3 of the 18-hour Full Program, the emphasis will be on employing professional editing techniques — an essential component in developing a writing style that is crisp and focused.

We will devote most of our time to reviewing and editing job-related writing samples (submitted by the participants or the agency). In the process, we will address the problem of how to organize sentences and paragraphs into a coherent, engaging narrative.

• Breaking old writing habits and developing new ones.

• Eliminating ambiguous language that may lead to costly misunderstandings.

• Shaping the message to fit the reader: learning how to write from the reader’s point of view.

• Achieving a natural, conversational tone.

• Making sure that the information sounds as if it’s coming from a real, live human being, not from an impersonal bureaucracy.

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

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

• 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 / affect vs. effect / … the list goes on!

• Mapping the message: when will bullets and graphics help — and when will they hurt?

• Coming up with strong introductions and solid conclusions.

• Making every word count.

For each participant ... The 18-hour program (online or onsite) includes all of the instruction and learning tools provided in Parts 1 & 2 — plus the 3-hour 21st Century Standard Usage video and the 1-hour Writing for the Reader video.

**Write Smart Online** Group Price (10 to 60 participants, six 3-hour classes): **$3,900.00**

**Onsite** Group Price (10 to 30 participants, three 6-hour classes): **$5,600.00**  
**Questions?** Please contact: https://writesmart.org/contact/g3/
This online program provides instruction and tools for small groups (2 to 9 participants):

- **Part 1 - The Fundamentals of Clear Communication** *(two 3-hour classes)*
- **Part 2 - How to Write and Edit Your First Draft ... Carefully** *(four 3-hour classes)*
  
  or

- **Part 3 - Writing That Works: The Full Program** *(six 3-hour classes)*

For each participant … The **Online Training for Small Groups** includes all of the instruction and learning tools provided in the **Part 1, Part 2, or Part 3** programs, as described above.

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**Write Smart Workshops**

Most people need more than a few hours of training to improve their writing skills. This engaging follow-up program is for people who have completed the 18-hour **Write Smart Full Program** — and who want to continue upgrading their skills. The focus in each 2-hour workshop is on applying specific techniques to writing and editing assignments. Price: **$4.50** per participant / **$20** for five workshops.

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**One-on-One Coaching and Editorial Support**

Extension of the **Write Smart** training. Online **One-on-One Coaching** provides intensive, individualized instruction. (Flexible scheduling – from one hour to one year.) **Editorial Support** includes online writing and editing of key documents: reports, white papers, regulations, policies, proposals, manuals, IT documents, standard forms, résumés, websites. GSA price: **$96/hour**

<table>
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When you register for any of the Write Smart courses, you will always be working directly with Mike McClory, one of America's foremost authorities on successful writing and editing strategies. You will be participating in a lively, 21st century, multi-media educational program — not just another humdrum PowerPoint slide show. Continued on page 10

After graduating from Northwestern University, Mike began his career with the Congressional Digest, a publication that has earned a reputation — over a span of 90 years — for presenting different sides of complex political issues in lean, unpretentious language. Years later, in a 1996 interview, he recalled the experience:

> Working with seasoned professional editors was full of surprises. I found, for instance, that people in the publishing business expend an enormous amount of time and energy applying the fundamentals of grammar and punctuation. In a few weeks, I learned more about writing than I had learned in four years of high school and four years of college.

As an instructor, Mike is not a dull ivory-tower type. His background includes:

- Producing six videos, beginning with How to Become a Smarter Writer by Solving Word Puzzles, and developing brain-training Grammar Puzzles — online resources designed to improve writing skills quickly.
- Publishing the 250-page Write Smart eBook, which provides a simplified, step-by-step approach to understanding the 12 language patterns that skilled professional writers and editors in the American publishing industry rely on to communicate clearly.
- Editing the Hill Rag, a monthly Capitol Hill newsmagazine. The publication grew from 36 pages to 98 pages and became the most widely read community-based newsmagazine in Washington.
- Developing writing training for staff professionals from more than 100 U.S. House and Senate offices — and for people from every department of the Federal Government.

Mike McClory has taught writing to people of all ages and backgrounds, from fourth graders to PhDs. Participants in his classes have come from a cross-section of government, business, nonprofit, and education organizations:

- Academy for Educational Development
- Association of American Medical Colleges
- Department of Transportation
- U.S. House and Senate (both parties)
- Administrative Office of the U.S. Courts
- Montgomery County Public Schools
- National Association of Homebuilders
- Department of Agriculture
- Public Health Foundation
- U.S. Government Publishing Office
- Eversheds Sutherland,
- Environmental Protection Agency
- Department of Veterans Affairs
- Department of Defense
- National Audubon Society
- American Psychological Association
- National Waterways Conference
- Bureau of Indian Affairs
- Educational Testing Service
- Commodity Futures Trading Commission
- Federal Trade Commission
- Fairfax County Public Schools
- American Ecology Corporation
- The Smithsonian Institution
- Federal Communications Commission
- American Gas Association
- District of Columbia Public Schools
- National Association of Securities Dealers
- Wider Opportunities for Women
- American Association of Architects
- Social Security Administration
- Consumer Protection Safety Commission
- General Dynamics
- Newsweek Magazine
- Department of Justice
- Alexandria City Public Schools
- Prince George’s County
- Research Institute of America
- Princeton Capital Corporation
- The Nature Conservancy
- Falls Church Public Schools
- King & Spalding
- Cassidy & Associates
- Department of Commerce
- State Justice Institute
- The Calverton School
- Group Health Association
- Congressional Black Caucus
- Congressional Hispanic Caucus
- Department of Treasury
- Chronicle of Higher Education
- Library of Congress
- U.S. Supreme Court
- Baker & McKenzie
- Arlington County Public Schools
- Marine Corps Institute
- The Learning Group
- National Public Radio
- Phoenix Systems
- Berkeley Unified School District
- National Institutes of Health
- Life Cycle Engineering
- American Horticultural Society
- KIPP Public Charter Schools
- WilmerHale
- Pepco
- IBM
- GTSI
- FBI
- CACI
- ACTION
- Peace Corps
- GAO
- WOR-TV
- NASA
- Rumsey Hall School
- ANSER
- Burdock Group
- St. Albans School
- Amtrak
- Maret School
- Warner-Lambert
- Meridian Corporation
- AARP
- TRW
- Burson-Marsteller
- MCI
- FH2M
- AT&T
- K2 Group
- ZAI
- AMS
- The Potomac School
- WMATA
- Contel
- U.S. Mint
Courses Designed to Meet the Needs of Your Organization

All of the Write Smart courses adhere to the requirements of The Plain Writing Act of 2010 and the Office of Management and Budget (OMB) Guidance for Executive Departments and Agencies of the Federal Government.

The OMB guidelines call for “writing that is clear, concise, and well-organized . . . Such writing avoids jargon, redundancy, ambiguity, and obscurity.” The guidelines also encourage the use of plain language in technical documents whenever possible.

We can design a program that focuses 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 Messages
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

Follow-up Support Included

The Write Smart programs do not end at the conclusion of the formal training. Each course includes follow-up support for participants who have questions about the material covered during the training, information presented in any of the online learning resources, or application of specific techniques to job-related writing assignments.

• For the 6-hour program — 10 days of follow-up support
  • For the 12-hour program — 20 days of follow-up support
  • For the 18-hour program — 30 days of follow-up support