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WILLIAM  BERNHARDT

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DEAR DIRECTOR OF EDUCATIONAL PROGRAMS:

For the past several years I've presented a legal writing CLE called *Superior Business Writing: Winning With Words*. My primary theme is that good writing skills not only improve your employees' results, but also enhance their reputation within the company. A recent New York Times study drew the same conclusion: Employees with strong writing skills are far more likely to succeed, and far more likely to be promoted.

You may have had writing CLEs in the past that you felt were unsuccessful, but my unique approach and background have made this program a consistent success. I'm an experienced speaker, I've spent years perfecting this material, and my name-recognition as a bestselling author always produces impressive registration numbers.

I have an extensive background in large law firm practice, literature, and public speaking. In law school, I was part of the three-member team that won the National Moot Court competition and I was also named Best Speaker. I was a trial lawyer for ten years at a large firm and was named one of the top twenty young lawyers in the nation by *Barrister Magazine*. Since then I've written more than twenty *New York Times* bestselling novels. I also hold a Masters Degree in English literature.

I can mail you an informational brochure, but I'd much rather talk with you about how to tailor the program to your needs. I can increase or decrease the length or the ethics aspect, or emphasize particular topics. I want to work with you to put on the best program possible.

Please contact me at your convenience. I hope I can be part of your 2010 continuing education programming.

Sincerely yours,  
WILLIAM BERNHARDT

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