

Gopen's Reader Expectation Approach to Writing in the English Language

Essential Training for High-stakes Writers



Can you afford to be misunderstood?

The leading global consultant on writing in English, Dr. George Gopen, has trained tens of thousands of professionals in his Reader Expectation Approach (REA) to the English language. When a writer learns how readers go about the task of reading, the writer can use this knowledge to gain far greater control over the reader's interpretative process. The results are transformative:

- *Universities and research institutes have won billions more in grant funding.*
- *Lawyers, regulators, and policy makers have learned to write successful documents.*
- *Organizations worldwide have learned that even the most complex and technical documents can be written clearly.*

"Dear George, I thought of your work with every word I wrote here."

~Alan Alda, Author of If I Understood You, Would I Have This Look on My Face?

Join 200+ leading institutions that trust REA.

Training Format and Event Details

www.readerexpectation.com