

Professional Development Training in the Reader Expectation Approach

Training packages are customized for your organization's educational goals and institutional collaborations.

Seminars — Eight, twelve, or sixteen hours

Workshops — Three-person intensive sessions

E-Learning — Online course in fifteen episodes

Single Document Consultation — One-on-one session



To discuss available training options and pricing, please request a complimentary 20-minute discovery call.



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



Reaching the Reader's Mind

Trusted by scientists, lawyers, grant writers, and policy makers to improve the clarity of high-stakes professional writing.



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Trusted Methods, Unrivaled Impact

George David Gopen's Reader Expectation Approach (REA) is based on how readers look for critical information in specific structural locations within sentences and paragraphs. More important than word choice, the misalignment between writer placement and reader expectations is a primary cause of miscommunication.

REA is validated in peer-reviewed literature and consistent with research in cognitive psychology and psycholinguistics.



About George David Gopen, JD, PhD

George is Professor Emeritus in the Practice of Rhetoric at Duke University. He has trained tens of thousands of professionals in his Reader Expectation Approach (REA) framework for writing from the reader's perspective.

George first introduced REA to a wide audience in his highly acclaimed 1990 article "The Science of Scientific Writing," co-authored with Judith Swan and published in *American Scientist*. It is now the publication's second most viewed online article, approaching 148,000 views since 2017. An expanded book edition is forthcoming from Anthem Press in June 2026.

In 2011, George won the Legal Writing Institute's Golden Pen lifetime achievement award for his efforts to improve the quality of legal writing.

Proven Results

**\$3.4 Billion in combined funding
at six institutions invested in REA**

Duke University • Johns Hopkins University
University of Pittsburgh • University of North Carolina
Indiana University • University of Colorado

REA is trusted by 200+ leading organizations including:

CDC • NIH • Pfizer • American Heart Association
Harvard Law School • American Bar Association

Understanding reader expectations transforms your complex expertise into writing that wins funding, cases, and decisions.

"Dear George — With admiration and gratitude. I thought of your work with every sentence I wrote here."

— Alan Alda

(referring to his book *If I Understood You Would I have This Look On My Face?*)

"The two days spent in the writing seminar were among the most profitable professional training days I have known."

— Katherine Bartlett,

Kenneth Pve Professor Emerita of Law, Duke University Law School

***"Write well. In your lifetime,
you will be known by many important
people only by your writing."***

— George David Gopen