

HOW TO WRITE WELL

By Rob Weinberg

For years I've heard "How can I write better?" It's an important question, since it impacts everything from memos to marketing materials, correspondence to business plans.

Well-written materials are persuasive, use key phrases (at appropriate times), charm the reader and make her want to read more. Good writing presents expertise in both a succinct and interesting way, is well-organized, and speaks to the audience in language that is readily understood and related to.

If you've read this far, head nodding (as opposed to nodding off), you may find these rules helpful to keep your reader's attention. And whether you use these guidelines to increase your business' success or invite neighbors to a Bunco game, your audience will be both more appreciative and receptive to your message.

- *Be clear about your objective. Select one main topic to focus on at a time.*
- *Anticipate questions your audience may ask. You want readers to feel satisfied after they've finished reading your material.*
- *Write like you speak. I really speak this way. It's not pretty, but there it is.*
- *Get to the point quickly. Otherwise the eyes of your audience members will glaze over.*
- *Ask yourself "What's in it for the reader?" Then be sure to provide something of value.*
- *Address the reader's concerns. What pain is the reader feeling that you can help resolve?*
- *Don't be afraid to make bold factual statements. Think Muhammad Ali's "Float like a butterfly, sting like a bee."*
- *Remember the demographics of your audience. Don't write about Mozart if your audience likes the Dixie Chicks.*
- *Don't overdo the details. Paint your ideas with broad strokes.*
- *Watch the tone of your writing. Don't speak over your reader's head, nor treat her like an idiot.*

• *Let others read your words for a different perspective. Five people read every article I write to catch any problems.*

• *Proof and edit your work. I read my stuff out loud to find mistakes. Sometimes backwards it read I.*

• *Keep it organized, and keep it short. We're all busy. Make your point...then stop.*

• *Learn spelling and grammar. Spell Check doesn't always work, so learn to use a dictionary.*

• *Ask the reader to take an action. Like my column? Tell the editor, and I'll be back in a future issue.*

• *Use a PS – 80% of readers read them. There you have it – 16 easy tools guaranteed to prevent your audience from snoozing while reading your message.*

Finally, whatever you're writing, have a strong finish to your message. It ties everything you've written into a neat bundle while leaving the reader with something to think about. It's typically the strongest point you wanted to convey.



MICHAEL ROULEAU
at TANGLES

858-451-2252

20% Discount to First Time Customers

15721 Bernardo Heights Parkway, San Diego, CA 92128



Life Quest Coaching

Live Your Best! Achieve Success!

Mary Berney M.S.W.
Certified Life & Career Coach



Phone: 619.846.0059 Email: mary@lifequestcoaching.org
www.lifequestcoaching.org