

Communications

June 2017



Writing Tips

There are times when everyone has to write. Some people enjoy it. Others avoid it. No matter how you feel about it, you probably wish you could do it better. **You must write clearly to be an effective communicator. Focus on your reader, write to them as you would speak to them – clearly, simply and cordially.**



The following are steps to help you and boost your confidence.

1 THE BEST WRITING IS SIMPLE AND DIRECT.

Your job is to inform your readers as clearly and concisely as possible and to convince them to take the next step. That may be simply to form a positive impression of your group or it may be to take some action.



2 KEEP YOUR ARTICLES/ANNOUNCEMENTS SHORT.

Decide what is important to say, and say just that. Wordiness can slow readers down, distract them from the main message.



3 PUT IMPORTANT INFORMATION FIRST.

It's wise to assume just the first sentence will be read; then just the first paragraph; Then just the first page.

4 BE CAREFUL WITH NAMES, DATES, AND NUMBERS.

Double check everything.

5 KEEP YOUR WRITING POSITIVE.

A positive voice is both appealing and reassuring.



6 REVISE, REVISE, REVISE!

When finished writing, read your article/announcement, then reduce, rearrange and rewrite to improve it.

7 ONCE IT'S WRITTEN, IT MUST BE CAREFULLY PROOFREAD.

If this step isn't done well, the best writing suffers. It may seem like a lot of trouble, but think of the reaction when your readers see the mistake.

