

Write for Action

In this handout, I've given you the before-and-after versions of a flyer about a job fair for undergraduate business majors who are looking for sales jobs upon graduating from college. The first version is not written in plain language because it doesn't use the writing techniques we learned for making the action easy for readers to see or do:

- Feature the action in the title or main headings of your document.
- Sequence your content so the "need to do" comes before the "need to know."

The not-plain-language "Before" version doesn't make the action easy for readers to see and do:

September Undergraduate Career Fair and Luncheon for Business Majors

Description

This month's Undergraduate Career Fair and Luncheon is for business majors who will be graduating this spring and immediately beginning their job search, focusing on securing an entry-level sales position. The Career and Professional Development Center will be hosting the September 19 Career Fair and Luncheon, which will give you an excellent opportunity to network with potential employers and learn about companies and open positions. Some prospective employers will be recruiting to fill open sales jobs, so bring copies of your resume and plenty of business cards.

If you attend the September Career Fair and Luncheon, you'll have the chance to:

- Express your career goals to prospective employers.
- Gain a real understanding of the salary range for entry-level sales positions.
- Learn about companies you have never heard of.

Participants

You may attend the September Undergraduate Career Fair and Luncheon if you will be graduating at the end of the spring semester, are a business major, and have paid any outstanding library fines or parking fees.

Cancellation

Because we have invited several prominent companies to this event, we want to ensure that undergraduates who register do actually attend the Undergraduate Career Fair and Luncheon. If you register and then wish to cancel and request a refund of the \$15 fee, we must receive your request in writing at DevelopmentCenter@college.edu. We will refund your fee if we receive your cancellation by September 16. After that date, we will not refund your fee.

Registration

The fee to attend the Undergraduate Career Fair and Luncheon is \$15. If you have a grade point average of 3.5 or higher, the Career and Professional Development Center will waive the fee. To receive the fee waiver, please email a copy of your current transcript to DevelopmentCenter@college.edu. We will register you for the Career Fair and Luncheon and send you an email confirmation. To register and pay the fee yourself, please use the online [Registration Form](#).

The plain language “After” version makes the action easy for readers to see and do:

Looking for a Sales Job After You Graduate?

Register for September 19 Undergraduate Career Fair and Luncheon for Business Majors

This title is written in plain language because:

It identifies the action (“Register”)

It mentions the September 19 date of the Career Fair and Luncheon

It mentions the outcome of attending the Career Fair (a sales job)

Business Majors: Network With Employers at the September 19 Career Fair

This month’s Undergraduate Career Fair and Luncheon is for business majors who will be graduating this spring and immediately beginning their job search, focusing on securing an entry-level sales position. The Career and Professional Development Center will be hosting the September 19 Career Fair and Luncheon, which will give you an excellent opportunity to network with potential employers and learn about companies and open positions. Some prospective employers will be recruiting to fill open sales jobs, so bring copies of your resume and plenty of business cards.

This heading explains who should attend and why. It’s more action-oriented than the original “Description.”

If you attend the September Career Fair and Luncheon, you’ll have the chance to:

- Express your career goals to prospective employers.
- Gain a real understanding of the salary range for entry-level sales positions.
- Learn about companies you have never heard of.

Graduating Business Majors Without Unpaid Fees May Attend

You may attend the September Undergraduate Career Fair and Luncheon if you will be graduating at the end of the spring semester, are a business major, and have paid any outstanding library fines or parking fees.

This heading helps readers understand quickly whether they’re eligible to attend. If they’re not graduating yet, and thus can’t attend, the heading saves them time. They can simply stop reading the flyer. This is a more helpful heading than “Participants,” which could be confusing. Does “Participants” refer to students or prospective employers?

How to Register

The fee to attend the Undergraduate Career Fair and Luncheon is \$15. If you have a grade point average of 3.5 or higher, the Career and Professional Development Center will waive the fee. To receive the fee waiver, please email a copy of your current transcript to DevelopmentCenter@college.edu. We will register you for the Career Fair and Luncheon and send you an email confirmation. To register and pay the fee yourself, please use the online [Registration Form](#).

In the “Before” version, the Cancellation section came before the Registration section. That doesn’t make sense! Though the staff at the Career and Professional Development Center may have put the Cancellation section ahead of Registration to reinforce that students who register really must attend, that was the wrong sequence of information for the reader, who’d want to know how to register before how to cancel. This section also has a new, more informative heading.

Cancellation Policy

Because we have invited several prominent companies to this event, we want to ensure that undergraduates who register do actually attend the Undergraduate Career Fair and Luncheon. If you register and then wish to cancel and request a refund of the \$15 fee, we must receive your request in writing at DevelopmentCenter@college.edu. We will refund your fee if we receive your cancellation by September 16. After that date, we will not refund your fee.

Adding the word “Policy” to this heading helps convey that this section gives the rules for getting your money back if you can’t attend.