

Writing



Writing Pitfalls Review

Make sure you don't have:

Lack of
Focus

Unclear
Thesis

Poor
Transitions

One-sided
Argument

Surplus
Information

Program Objectives (1 of 2)

- To acquire generally useful techniques for effective writing.
- To learn specific skills that apply to all forms of writing.
- To utilize easy exercises that can help to improve your writing.

Program Objectives (2 of 2)

- To become familiar with common writing mistakes.
- To gain insights that improve all.
- Forms of business writing.
- To develop specific skills to meet.
- Unique writing demands.

Definition

- ✧ To communicate specific information or ideas, utilizing the formats, language, and content relevant to the workplace.

Relevant Quotes (2 of 2)

- ✧ “You cannot depend on your eyes when your imagination is out of focus.”
 - Mark Twain
- ✧ “Prose is architecture, not interior decoration.”
 - Ernest Hemingway



The ABC's of Writing (1 of 4)

- ✧ Writing aims to capture a thought or idea, to transfer it to a permanent format, making it tangible.
- ✧ The responsibility for that transfer falling squarely on the writer's shoulder.
- ✧ If communication is the ultimate goal, write for your audience, not for personal style.

The ABC's of Writing (3 of 4)

- ✧ Any idea can be conveyed through writing. If you can think it, you can write it.
- ✧ Great care is required to ensure that your message is accurately interpreted by its audience.
- ✧ Nearly any statement can be shortened while retaining its full content; concise wording is less likely to be misinterpreted.

General Writing Tips (1 of 12)

The Ins and Outs of Paragraphs:

- ✧ Be conscious of paragraph size and structure. Keep each appropriate for the paper's purpose.
- ✧ Open each paragraph with a statement, and then follow that statement up with evidence.

General Writing Tips (4 of 13)

The “Business” of Writing:

- ✧ When writing for business, use simple, short, and clear words.
- ✧ Large words and unwieldy sentences are more likely to bother your reader than to make you look impressive.
- ✧ Do not exaggerate or use subjective language when pressing your case.

General Writing Tips (9 of 13)

Cater to your Audience:

- ✧ Do not insult your audience by over-simplifying your argument or its supporting facts.
- ✧ However, include technical information only to the degree necessary for your readership.
- ✧ There need to be different points of emphasis when writing to a Sales VP versus the IT Director. Adjust according to those needs.

Structuring Sentences Review

Assertion

Support

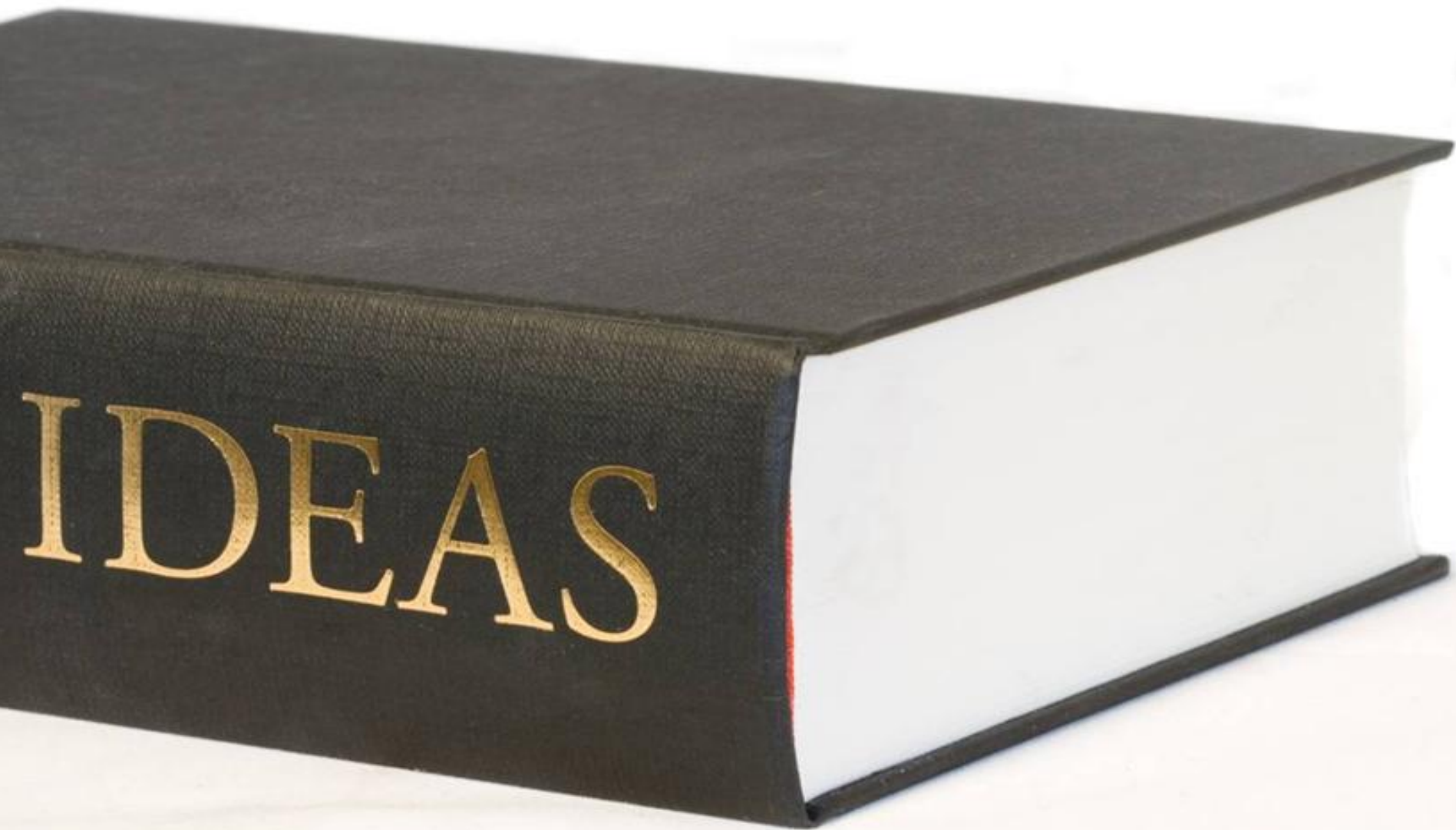
Qualification

Analysis

Comparison/
Contrast

Transition

Synthesis



A man in a dark pinstripe suit and a woman in a white shirt and glasses are sitting at a desk, looking at a document. The man is holding a pen and pointing at the document. Both are smiling. The background shows an office environment with a computer monitor and a window.

Letter Writing

Download “**Writing**” PowerPoint presentation at **ReadySetPresent.com**

185 slides include: 12 points on the ABC’s of writing, 13 slides on general writing tips, 23 writing pitfalls, 4 helpful exercises, 27 points on structuring sentences, 9 points on writer’s block, 24 points on 4 solutions for writer’s block, 10 points on brainstorming, 12 points on free writing, 7 points on writing tasks, 16 points on letter writing, 18 points on introductory letters, 21 points on sales writing, 21 points on sales letters, 19 points on report writing, 17 points on framing a report, 20 points on 9 tips for dealing with the media, 9 mistakes in media dealings, 6 points on professional emails, 31 professional email do’s, 11 professional email don’ts, 4 points on office email etiquette, 8 points on the importance of email etiquette, 6 points on editing, 16 action steps and much more!

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