

# THE THOUGHTFUL WRITER'S WORKSHOP

**In an ideal world, there is an “editor” in your association who reviews the written communications created by your staff.** In most Associations, this is impractical or impossible. Take your Association communication to a new level by coaching all staff members on the most critical elements of effective and thoughtful writing. The information will be applied to writing articles and promotional information, editing others' work, and even sending e-mail communications to members and among your staff.

The writer's workshop is necessary for anyone in your Association who communicates with members. The benefits of the workshop include information on how to:

- ✓ **Write for the reader**
- ✓ **Organize your writing before you create a communication**
- ✓ **Align your writing style to your speaking style**
- ✓ **Improve consistency among your staff members**
- ✓ **Write using the same writing guidelines**
- ✓ **Use the best Association materials as benchmarks**
- ✓ **Arm your Communications Director to lead the effort**

**Balance quantity and quality of your writing.** Is there a specific goal for each communication leaving your office? Does it clearly state the benefit to the member? Is the message clear about the action you want members to take? It may sound insignificant, but the answers to these questions will likely determine if your members read your communications.

**Effective communicators respect the reader's time.** Look at your communications from member's point of view. Is it clear and simple to read? Does it speak to the new or unfamiliar member?

**Writing effectively will transform communications to your members.** You will begin to connect more with your reader. You will expand your knowledge with essentials to consider before, during and after writing any piece of promotional, informational or general communications.

Consider the writer's workshop an investment in your staff's education. Then, consider a *nSight Communication's Audit* to look at these writing principles and how they fit into your overall communication's process.

Who is your primary audience?  
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Be clear on  
“What's in it for the reader” or else why bother?  
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Pick up the pace  
of your copy

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