

A Writer's Workshop

Writing for today's readers

In an ideal world, you or an “editor” in your organization who reviews all written communications created by your staff. In most associations, this is impractical or impossible. Take your business communications to a new level, coaching your staff members on the most critical elements of effective writing to gain more member attention. The information will be applied to writing articles, promotional information, editing others' work, and even sending e-mail communications.

The writer's workshop is necessary for anyone in your organization who communicates with other departments or the public. The benefits of the workshop include information on how to:

- ✓ Write for the reader, using proven guidelines
- ✓ Organize your writing before starting a communication
- ✓ Align your writing style to your speaking style
- ✓ Improve consistency among your staff members
- ✓ Get more reader attention

Balance quantity and quality of your writing. Is there a goal for each communication that leaves your office? Does it clearly state the benefit to the reader? Is the message clear about the action you want that member to take?

It may sound insignificant, but the answers to these questions will likely determine if your recipient will read your communications.

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

Writing effectively will transform communications. You will begin to connect more with your recipient. You will learn the process of essentials to consider before, during, and after writing any piece communications - whether promotional, informational, or general in nature.

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?

Be clear on
“What's in it for the reader” or else why bother?

Pick up the pace
of your copy

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