Writing Your Best

Communication Skills
Chapter 2

- Writing with Empathy
- The You Point-of-view.
- Negative Words and Preferred Alternative.
Chapter 3 : Principles of Writing

- Subject should never be “I” or “it”
- Expletives:
  - it is, it was, here are, there is, those could be.
- Verb placement for active or passive sentences.
- Subject – verb agreement.
  - Parallelism.
- Subject >Verb>Object
- “ing “ words
- Positive tone
Principles of Writing – Cont.

- Structure your writing on reader’s expected reaction.
  - Positive or Neutral: general idea > specific details.
  - Negative: specific details > general idea.

- AIDA structure of persuasive appeals.
  - Attention > Interest > Desire (facts) > Action
Principles of Writing – Cont.

- Presentation should be perfect.
  - Proof, edit, and rewrite

- Punctuation should be perfect.

- Numbers

- Commas and Capital letters.
Four Elements to good writing:

Easy to read: S>V>O

Easy to understand: EXP – easy to understand.

Positive Tone vs Negative.

Credible and objective: avoid I, me, mine.
Objective writing or expository writing is done in third person.

He, she, it, his, hers, its, they, their.

Writer reports the event objectively.
Chapter 5 : The word ‘AND’

- Combination of words or phases that center on the word ‘and’
- Couplets “and”
- Coordinate adjectives
- Parallelism
- Logical relationships
Chapter 5 : Grammar and Style
Review - Cont.

- Prepositions
- Subject – Verb Agreement
- Sentence Structure
- Negativity
Chapter 5 : Grammar and Style Review - Cont.

- Translating Feature to Benefits
- Subordination of price or bad news
- Modifiers
- Grammar & Style Considerations
Chapter 6 : Letter and Memo Format

- Proper Letter Format

- Letterhead
  4X then the Date
  2X then the Name of recipient & Address
  2X then Dear…. 
  2X then the first Paragraph (tabbed in 5 spaces)
  2X in between paragraphs
  2X then Sincerely
  4X (for your signature)
  Then Your Name and title
  2X then your initials
Chapter 6 : Letter and Memo Format – Cont.

- Proper Memo Format
  - TO:
  - FROM:
  - DATE:
  - SUBJECT:
Problem solving and goal setting
Chapter 7 : Deductive and Inductive Sequences

- Reader’s expected reaction.
- Deductive reasoning
Information ownership