

W Writing with Results

WRITING FOR TODAY'S 'SKIP & SCAN' READER

- Importance of writing in your company
- Be clear, concise and correct
- Understand reading on the screen is different from reading on paper

REMOVING WORDINESS

- Delete unnecessary adverbs and adjectives
- Don't 'overwrite'
- Be an 'of' spotter
- Avoid using 'that'

AVOID IDIOMS AND OTHER CASUAL LANGUAGE

USE CORRECT PUNCTUATION AND GRAMMAR

- Use commas correctly
- Insert hyphens when creating adjectives
- Don't put apostrophes in the wrong place
- Be aware to use periods instead of semicolons

MAKING MORE PARAGRAPHS AND CREATING MORE BULLET LISTS

- Create white space by using short sentences and more paragraphs
- Create bullet lists to make dense sentences easier to read
- Start bullet lists with verbs