

TO ADD ZING TO YOUR WRITING

1. Focus on *you*, the reader.
2. Connect on a human level, using *I* or *we* rather than “the company.”
3. Ask an engaging question.
4. Tell stories.
5. Be generous. Share something of value.
6. Write in short chunks of text.
7. Use an informal tone.
8. Use crisp words rather than thick phrases.
9. Distill information rather than piling on data.
10. Add visual appeal.

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Tools for Better Business Writing

