

NNECERAPPA Fall 2011 Conference
 Friday, October 21 2011
 Clear Effective Writing

<p>What is the message?</p> <p>How Best to Communicate it?</p>	<ul style="list-style-type: none"> • First ask the question does this need to be communicated? • Next, determine what is the best method to communicate your message. <ul style="list-style-type: none"> - Note - In person - Phone call - Voicemail - Email - Memo - Letter?
<p>Notes:</p>	<ul style="list-style-type: none"> • Always put a date on the note • Address who it is to • If an action is needed, make it clear when it is due • Sign the note
<p>Phone/Voicemail tips:</p>	<ul style="list-style-type: none"> • Plan your call <ul style="list-style-type: none"> - Who are you calling - What outcome is wanted - What message you do want to communicate • If Voicemail <ul style="list-style-type: none"> - Know what message you will be leaving - If action is needed, let them know when you need a reply - Spell your name (if someone you are not familiar with) - Leave your number slowly - twice
<p>Email Tips</p>	<ul style="list-style-type: none"> • Never write something about anyone you would not want them to see • Use the Subject Line and make sure it pertains to the current message • Use a salutation or name • Organize your message (see the 5 C's and 5 W's on the reverse) • Do not rely on spell check • If there is an attachment, refer to it in the body of the email • If you are sending to a large group of people or if it is very important, ask someone else to review • Avoid special formatting, colors etc. that may interfere with the recipient's ability to read the message (not all email systems are the same)

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<p>The 5 C's to good business writing</p>	<ul style="list-style-type: none"> • Clear – (<i>You can never put too much water in a nuclear reactor</i>) - What does the above mean? • Concise - Get to the point • Complete - Include all the “necessary” information • Correct - Check the facts as well not just your spelling and grammar • Coherent - Does your communication follow a logical order to lead your reader to the desired conclusion?
<p>Check your W's</p>	<ul style="list-style-type: none"> • Where applicable make sure your communication includes all the required information: <ul style="list-style-type: none"> - Who - What - Why - When - Where
<p>Outline?</p>	<ul style="list-style-type: none"> • You have decided what message to communicate and what method to use – now organize: <ul style="list-style-type: none"> - Introduction – what is the communication about - Body – communicate your points in a logical manner, keep to the point - Conclusion – summarize and if an action or response is needed make sure that is clear
<p>Use Words Wisely</p>	<ul style="list-style-type: none"> • Do not use jargon or acronyms that your reader may not understand • Use concrete words instead of vague phrases <ul style="list-style-type: none"> - Bad - Pledges were down this year. - Better – Pledges were down ten percent from last years total at this time. - Best – Returning pledges increased this year by five percent, however, new pledges decreased by twelve percent for an overall decline of ten percent in total pledges from the same time last year. • No million dollar words – keep it as simple as possible • Use positive language: <ul style="list-style-type: none"> Bad – <i>You will not be sorry you chose Bates</i> Good – <i>You will be happy you chose Bates</i>