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Take careful liberty to adapt spoken language to a written form. Invite input in specific ways and respond to it. They make you look superficial and immature. So, if you write an inter-office memo to ask for an expensive piece of equipment, a new office, time with the boss or tuition reimbursement, see it as a letter that is worth careful, persuasive, strategic writing. You just want to go surfing when the waves are up? Avoid passive tense and indirect phrasing as much as possible. For example, "The accomplishment of the building's construction is planned for June" is better said as, "We plan to finish the building's construction is planned for June" abbreviate words, including abbreviations borrowed from texting Approach the conversation with a genuine interest in hearing the truth. In three to five lines, explain who you are an ideal candidate for the job. Give thought to translating responsibilities into accomplishments. Your audience will look for clues to your credibility. Don't overlook that readers also want to feel you are "nice." Do you choose to connect with, or hire, people who are blatantly discourteous or critical, or who use questionable humor? The person's own perspective also matters. Run, for example, can be either. Eliminate buzzwords and intracompany or industry-insider acronyms and language. Your audience will look for clues to your credibility. Many people make the mistake of building their resumes as if they were re-applying for the job they have, or used to have, rather than the one they would like. Use offensive language or tone. That's often a mistake, particularly when you're trying to establish a business relationship with people in other countries or creating a website to build international business. To do this, completely eliminate the words, "responsible for." This may feel tough, but doing it gives you much better results. They can also spice up all your marketing come to your aid to help you bridge differences in culture, language, and educational level. Here are some of the guidelines that especially apply. Make your job descriptions as concrete as possible.Rather than relying on vague generalizations, industry jargon, or business-speak, figure out what you actually do that's important and even unique. ","_links":{"self":"}},"collections":[],"articleAds": {"footerAd":"","rightAd":""},"articleType":{"articleId":238704,"title":"Cheat Sheet","articleList":[{"articleId":238707,"title":"Communicate Credibility When Writing for Your Business Online", "slug": "writing-business-careers-money", business-careers-money", business-careers-money communication"],"_links":{"self":"}},{"articleId":238713,"title":"How to Generate Great Business Testimonials","categoryList":["business-communication"],"_links":{"self":"}}],"content":[{"title":"How to Write a Request Letter","thumb":null,"image":null,"content":"The most frequent question people ask professional business writers is: How do I write a letter asking for something I want? It may, but clarity comes first. Such factors should help determine what to include and focus on. Thinking about projects you handled can help, because they are often geared to solve a problem and deliver tangible results. Write as much as possible in simple present tense for a current job ("administered"). Do you want to learn something new and be challenged? But it's best to approach your message as a letter when the favor is important to you. Invite each to talk about how they think you're doing and possibly supply a testimonial. Here are some specific ways to sharpen your resume and bring it alive: 1. Check whether your resume and bring it al to have, rather than the one they would like. Which is better? A Facebook business page can focus on a business and no application process, the MS-DS is ideal for individuals with a broad range of undergraduate education and/or professional experience in computer science, information science, mathematics, and statistics. The first step toward a successful request is to understand that it's not the method of delivery that should prompt you to write a letter — your message can take the form of an arrange of undergraduate education and/or professional experience, information science, informati email, for example. Avoid most metaphors, especially those based on sports that other countries don't understand and don't find interesting — for example, American baseball, English cricket. Watch your words. Build with short, everyday words and action verbs throughout — to find the latter, just Google "action verbs for resumes." Infinite possibilities come up. Use short basic words, but bear in mind that many short words in English have multiple meanings and may be used as nouns as well as verbs. Or, did you learn something new through a course, for example, and want to use this skill? Should you make up endorsements yourself and ask customers to sign off on them? This handy Cheat Sheet helps ensure your business writing is fit for the right purpose, and gives you tips on effective resume writing, international communication, and online content creation for your business.\r\r[caption id=\"attachment_277749\" align=\"alignnone\" width=\"556\"] © Peshkova / Shutterstock.com[/caption]", "blurb": "", "authors": [{"authorId":9673,"name":"Natalie Canavor","slug":"natalie-canavor,"slug":"natalie-canavor,"slug":"natalie-canavor,"slug":"natalie-canavor,"slug":"natalie-canavor,"slug":"natalie-canavor,"slug":"natalie-canavor,"slug":"natalie-canavor,"slug":"natalie-canavor,"slug":"natalie-canavor,"slug":"natal potential customers in another country, take the trouble to know what the specific culture expects. Take the initiative to figure these things out and put them in your message. If all the jobs you plan to apply for are basically similar, the same summary will serve, but always tinker with it to suit the demands of the specific job, if it's one you really want The online world is an incredible resource of good information and ideas. Yes. Maintain a positive, upbeat tone. If a task might sound trivial to the reviewer, explain its importance. They work in written form and even better in video. Asking your clients for honest feedback is a great way to better define your own value, sharpen your messaging, and attract the specific clients you most want. Apply your best writing skills. For many request messages you can follow this simple sequence: Introduction: I'm writing to ask that you authorize the purchase of . This assumes you have a good reason for the ask. It's best to provide less and put the focus on what's most significant. Listen appreciatively.Don't argue! Nothing is more annoying than being asked for input then resisting what you hear. Learn how to deliver them with the clarity and impact they deserve. But promotional material is not what readers look for in blogs, tweets, and most social media. Above all, project a generous spirit in everything you post, from website to blog to tweet. People read reviews and testimonials! Testimonials are the most-read elements of websites. This means addressing the status of your workload, how your tasks will be done in your absence, what problems might arise and if they do, who will handle them. Use short, simple, basic sentences. 2. The boss probably wants to know what your absence might cost in terms of time and inconvenience. [Business Writing] was helpful, life changing, and has made a huge impact in my writing." -- Message from a Business Writing student The principles you'll learn in this course enable you to become a great business writer. Resist contractions. Specifics: Costs, perhaps technical specs depending on your reader's orientation Close: If you'd like more information or for me to arrange a demo. A good way to orient a message to a person you know is to visualize them: See their face, expression, body language; hear their voice; imagine their reactions if you were speaking with them and the questions and objections they are most likely to make. Remember that you have the right to be selective in what you present. If you've asked for permission to record, do so, otherwise take notes — few people will object. 5. Readers may not understand or like them. Employ a confident, positive tone. Even a just-the-facts resume breathes personality and attitude, so project a persona that supports your application. The question is, what matters to the boss versus what matters to you? The boss probably wants to know what your absence might cost in terms of time and inconvenience. This course can be taken for academic credit as part of CU Boulder's Master of Science in Data Science (MS-DS) degree offered on the Coursera platform. Build the answers and rebuttals into your message. Apply your best writing skills. Use a courteous, respectful tone and avoid spelling and grammar errors. They make you look superficial and immature."}, {"title":"Communicate Credibility When Writing for Your Business Online", "thumb":null, "image":null, "content":"When you write to people you don't know, they naturally judge you by the quality of your writing. How has our work changed how you handle X? Deliver everything you promise — or better, over deliver. Build with short, everyday words and action verbs throughout — to find the latter, just Google "action verbs for resumes." Infinite possibilities come up. They work in written form and even better in video. And be scrupulously courteous — this is never taken amiss. When it's important to successfully engage businesspeople or potential customers in another country, take the trouble to know what the specific culture expects. This is a bigger favor and it's your responsibility to make sure the people come across well. Will you brief the coworker on your responsibilities? Writing well is one of the most important skills you can develop to be successful in the business world. Take them into account on an everyday level, too, if your workplace (like most today) is multicultural, or you want to reach prospective clients whose English language skills may be limited. Use short, simple, basic sentences. And remember that nothing is so complex that it cannot be expressed in simple language. So, if you write an inter-office memo to ask for an expensive piece of equipment, a new office, time with the boss or tuition reimbursement, see it as a letter that is worth careful, persuasive, strategic writing. Here's how to write requests that win: Center on the truth as much as you can. This assumes you have a good reason for the ask. If you hear good stuff and you think the clients are amenable, invite them to write a short testimonial for you (a few paragraphs). That's a good time to substitute high-energy verbs for flat, neutral language. Reason: As you know, we've been having problems with . If you're making a move, whether you chose the timing or not, do you want to stay in place or advance your career? Look has a number of meanings. Omit idioms, slang, and colloquialisms that overseas readers are unlikely to understand. Be sure your resume speaks to this. 2. Choose to highlight aspects of your previous work that best match the job you now want. Always review the impact of your message by asking yourself, "If I received this request from someone else, would I say yes?" If not, rewrite. "Thank you for giving me the knowledge I need in life. Check in periodically? Do they prefer a lot of information or just the bottom line? Then, instead of, "Responsible for leading team to develop new purchasing guidelines," try, "Led task force to plan new company-wide purchasing system." Better yet, add "which reduced expenses 3 percent within three months of implementation." Or, provide anecdotal evidence if you can't quantify: "Recognized as employee of the month for this result." 4. Use the rest of the resume to back up this introduction. Providing a relatively long version enables you to use excerpts for different media. She has taught advanced writing seminars for New York University and conducts frequent workshops. Having pre-thought your resume in advance of needing a new perch saves you a lot of time — and anxiety. Someone with communication skills a lot like yours? We trust the opinion of people we know most of all, followed by those with direct experience of the product or movie or book or lawn service — people who post reviews and award stars. People read reviews and testimonials! Testimonials! Testimonials! Testimonials! reviewing your own history helps you understand your own strengths, clarifies what you want, and empowers you to speak well for yourself at interviews. Today, word-of-mouth recommendation is the most effective way to market every product and service. For example, rather than writing "organized customer files," it's better to say "reorganized customer data system for instant access by sales team in the field." Of course, everything you include must be true! 5. Avoid multi-clause structures with more than one comma. Personal events may also be taken as valid reasons, for example, an illness or a visiting relative. Thoughtfully reviewing your own history helps you understand your own strengths, clarifies what you want, and empowers you to speak well for yourself at interviews. Create a shortlist of clients or customers with whom you have a comfortable relationship and represent your preferred clientele. Invite each to talk about how they think you're doing and possibly supply a testimonial. {"appState": $\{"pageLoadApiCallsStatus":true\}, "articleStatus":true\}, "articleState": \{"article": \{"headers": \{"creationTime": "2017-04-26T03:19:52+00:00", "modifiedTime": "Business, Careers, & Money", "links": \{"self": "}, "slug": "business-careers-money", "categoryId": 34224\},$ $\{"name":"Business","_links":\{"self":"\},"slug":"business","categoryId":34225\}, \{"name":"Business Communication","_links":\{"self":"\},"slug":"business Writing For Dummies Cheat Sheet","strippedTitle":"business writing for dummies cheat sheet","slug":"business Writing For Dummies Cheat Sheet","strippedTitle":"business writing for dummies cheat sheet","slug":"business Writing For Dummies Cheat Sheet","strippedTitle":"business writing for dummies cheat sheet","slug":"business writing for dummies$ sheet","canonicalUrl":"","seo":{"metaDescription":"Get tips on effective resume writing, international communication, and online content creation for your business.","noIndex":0,"noFollow":0},"content":"Whether you're a manager, an entrepreneur, or a recent graduate, the ability to write well is a skill you can't afford to be without — particularly in the world of business. Asking your clients for honest feedback is a great way to better define your messaging, and attract the specific clients you most want. Build the answers and rebuttals into your messaging, and attract the specific clients you most want. Build the answers and rebuttals into your messaging, and attract the specific clients you most want. Build the answers and rebuttals into your messaging, and attract the specific clients you most want. Build the answers and rebuttals into your messaging, and attract the specific clients you most want. sound like you. It puts you in perspective for yourself: where you have been, where you are now, and you are scrupulously courteous — this is never taken amiss. Writing to someone in France or Japan or Russia suggests quite different protocols. Second, you miss the opportunity to strengthen the bond with your customer and discover why you are valued — and how to do even better."}],"videoInfo": "" "videoId":null,"name":null,"accountId":null,"playerId":null,"playerId":null,"thumbnailUrl":null,"description":null,"uploadDate":null},"sponsorship":{"sponsorship":6","height":0},"height":0},"brandingLine":"","brandingLink":"","brandingLogo":6","height":0,"height (height):0,"height (height):0 $\{"src":null,"width":0,"height":0\}\}$,"primaryLearningPath":"Advance","lifeExpectancy":"Two years","lifeExpectancySetFrom":null,"dummiesForKids":"public","articleId":238716\},"articleLoadedStatus":"success"},"listState": $\{"list":mo",mo",mo"\}$ $\{\}$, "objectTitle":"", "status":"initial", "pageType":null, "objectId":null, "page":1, "sortField":"time", "sortOrder":1, "categoriesIds":[], "filterDataLoadedStatus":"initial", "pageScripts":{"timestamp":"2022-05-27T12:59:08+00:00"}, "adsId":0, "data":{"scripts":[{"pages":1, "sortField":"time", "sortOrder":1, "categoriesIds":[], "filterDataLoadedStatus":"initial", "pageScripts":{"timestamp":"2022-05-27T12:59:08+00:00"}, "adsId":0, "data":{"scripts":[{"pages":1, "scripts":[{"pageScripts":{"timestamp":"2022-05-27T12:59:08+00:00"}, "adsId":0, "data":{"scripts":[{"pages":1, "scripts":[{"pages":1, "scripts":[{"pageScripts":{"timestamp":"2022-05-27T12:59:08+00:00"}, "adsId":0, "data":{"scripts":[{"pages":1, "scripts":[{"pageScripts":{"timestamp":"2022-05-27T12:59:08+00:00"}, "adsId":0, "data":{"scripts":[{"pages":1, "scripts":[{"pageScripts":{"timestamp":"2022-05-27T12:59:08+00:00"}, "adsId":0, "data":{"scripts":[{"pages":1, "scripts":[{"pages":1, "scripts":[{"pageScripts":{"timestamp":"2022-05-27T12:59:08+00:00"}, "adsId":0, "data":{"scripts":[{"pages":1, "scripts":[{"pages":1, "scripts":[{"pageScripts":{"timestamp":"2022-05-27T12:59:08+00:00"}, "adsId":0, "data":{"scripts":[{"pages":1, "scripts":[{"pageScripts":{"timestamp":"2022-05-27T12:59:08+00:00"}, "adsId":0, "data":{"scripts":[{"pages":1, "scripts":[{"pages":1, "scripts":[{"pages ["all"],"location":"header","script":"\r","enabled":false},{"pages":["all"],"location":"header","script\"), el = document.getElementsByTagName(\"script\")[0]; s.async = true;s.src = (document.location.protocol == comscore || [];_comscore.push({ c1: \"2\", c2: \"15097263\" });(function() {var s = document.location.protocol == comscore.push(f c1: \"2\", c2: \"15097263\" }); \"https:\"? Can you leave a 24/7 phone number and pledge quick return calls? Consider your reader's individual characteristics. We all have different values, priorities, sensitivities and pressures. 3. What if you don't have a positive and relevant story to tell? Then marshal the evidence of how well you work in such situations. Having pre-thought your resume in advance of needing a new perch saves you a lot of time — and anxiety. Here are some specific ways to sharpen your resume and bring it alive: 1. "Create cutting-edge solutions to managing virtual collaboration channels," or "Customize user-friendly communication software that keeps virtual teams coordinated." If it's hard to be concrete, figure out how you would explain what you do to your grandmother or a ten-year-old. For example, write do not rather than don't. Try to have the telephone. .Reason: As you know, we've been having problems with . If you're writing to an individual or group of people you don't know personally, who do you see when you imagine your audience? If the client is truly enthusiastic, ask if you may record a brief video endorsement. This is a bigger favor and it's your responsibility to make sure the people come across well. Ideally, find someone from the specific culture conversant with its business customs and language to advise you."}, {"title":"How to Generate Great Business Testimonials", "thumb":null, "image":null, "content":"Today, word-of-mouth recommendation is the most effective way to market every product and service. This course will teach you how to apply the top ten principles of good business writing to your work, how to deploy simple tools to dramatically improve your writing, and how to execute organization, structure, and revision to communicate more masterfully than ever. The summary goes at the top, after your name and contact information. For example, rather than "I re-engineered the software protocols for channeling the x into the y," write: "Re-engineered software protocols to channel x into y." 6. Then, instead of, "Responsible for leading team to develop new purchasing guidelines," try, "Led task force to plan new company-wide purchasing system." Better yet, add "which reduced expenses 3 percent within three months of implementation." Or, provide anecdotal evidence if you can't quantify: "Recognized as employee of the month for this result." 4. Fortunately, the principles of good business writing come to your aid to help you bridge differences in culture, language, and educational level. Here are some of the guidelines that especially apply. Don't argue! Nothing is more annoying than being asked for input then resisting what you hear. Does what you want benefit not just you, but also the department or the organization? Above all, project a generous spirit in everything you post, from website to blog to tweet. What problem did it solve? What would you say about us to a colleague? What can we do better? 3. They completely overlook the boss's perspective. It's natural to assume most people are a lot like us. Avoid hedgy, wishy-washy words like might, sometimes, probably, possibly. Make your job descriptions as concrete as possible. How can you prove it? Then show how over time, you've assumed more responsibility, step by step. What skills do I call upon, and what problems do I solve? "Our legal office prepared by our legal office words, such as those that end in "ion" and "ment," which produce awkward wordy constructions. Provide clear, easily found contact information, and briefly identify your credentials. In most industries, job applications still begin with resumes, and most employers prefer traditional formats that make it easy to compare candidates. But even if a prospective employer doesn't ask for one, developing a strong resume is essential to your own smart job hunting. Other truths may not be so happy, but give you terrific clues for improving what you do. 4. We trust the opinion of people we know most of all, followed by those with direct experience of the product or movie or book or lawn service — people who post reviews and award stars. "Create cutting-edge solutions to managing virtual collaboration channels," or "Customize user-friendly communication software that keeps virtual teams coordinated." If it's hard to be concrete, figure out how you would explain what you do to your grandmother or a ten-year-old. Arrange with a coworker to handle things in your absence and field problems? If you're requesting a new piece of office equipment, for example, start by thinking about your boss's viewpoint by virtue of their position. Nor do we choose to engage with people who focus only on their interests and are not attuned to our needs. Be sure your resume speaks to this. Present your draft for approval and revise it cheerfully as asked. Use a courteous, respectful tone and avoid spelling and grammar errors. This doesn't mean inventing facts — you're telling the same story, just adapting the angle and focus to the audience. Do they respond to technical specs or a cost/benefit analysis? ","_links":{"self":"}},"primaryCategoryTaxonomy":{"slug":"business-communication","slug":"business-communication","_links":{"self":"}},"secondaryCategoryTaxonomy": {"categoryId":33711,"title":"Writing","slug":"writing","slug":"writing","slug":"writing","slug":"business Writing Tips for Raising Your Fee Structure","slug":"business-writing-tips-raising-fee structure", "categoryList": ["business-careers-money", "business-careers-money", "business-communication"], "_links": {"self":" }}, {"articleId":243433, "title": "Business-careers-money", "business-careers-money", "business-careers-money", "business-communication"], "_links": {"self":" }}, {"articleId":243433, "title": "Business-careers-money", "business-careers-money", "business-communication"], "_links": {"self":" }}, {"articleId":243433, "title": "Business-careers-money", "busin {"self":" }},{"articleId":243430,"title":"Business Writing to Pitch Your Services","slug":"business-writing-pitchservices","categoryList":["business-careers-money","business","business-communication"],"_links":{"self":"}},{"articleId":243424,"title":"How to Write Persuasively for Business-careers-money","business-communication"],"_links":{"self":"}},{"articleId":243424,"title":"How to Write Persuasively for Business-careers-money","business-communication"],"_links":{"self":"}}, }}],"fromCategory":[{"articleId":283575,"title":"How to Write Effective Business Letters","slug":"how-to-write-effective-business-communication"],"_links":{"self":"}},{"articleId":283569,"title":"Business Writing in Email and Group Chat","slug":"business-writing-in-email-andgroup-chat", "categoryList": ["business-careers-money", "business-careers-money", "business-communication"], links": ["self":" }}, {"articleId":283572, "title": "business-careers-money", "business-communication"], links": ["self":" }}, {"articleId":283572, "title": "business-careers-money", "business-communication"], links": ["self":" }}, {"articleId":283572, "title": "business-careers-money", "business-c {"articleId":256767,"title":"Public Speaking and Stuttering","slug":"public-speaking-avoid-pushing-your-speech","slug":"public-speaking-avoid-pushing-your-speech","slug":"public-speaking-avoid-pushing-your-speech","categoryList" ["business-careers-money", "business-communication"], links": {"self":" }}], "hasRelatedBookFromSearch": false, "relatedBookFromSearch": false, "relatedBookFromSearch": business-communication"], business-communication business-commu ie=UTF8&tag=wiley01-20", "ca": as li tl?ie=UTF8&tag=wiley01-20", "indigo ca": Writing For Dummies, 2nd Edition", "testBankPinActivationLink": "", "bookOutOfPrint": true, "authorsInfo": Natalie Canavor's career spans national magazine editing, journalism, corporate communications, and public relations. Do you want to work more independently, or from a home base part or full time? Readers may not understand or like them. Eliminate buzzwords and intracompany or industry-insider acronyms and language. Will this approach make your writing more boring? What do people depend on me for? Look has a number of meanings. Write a "summary of experience" that creates the perspective for how you want to be seen and how you want to be read. Take them into account on an everyday level, too, if your workplace (like most today) is multicultural, or you want to reach prospective clients whose English language skills may be limited. If the client is truly enthusiastic, ask if you may record a brief video endorsement. Do they prefer a lot of information or just the bottom line? Such factors should help determine what to include and focus on. Be sure you have the capabilities to turn out what you need efficiently and with quality. Should you make up endorsements yourself and ask customers to sign off on them? The MS-DS is an interdisciplinary degree that brings together faculty from CU Boulder's departments of Applied Mathematics, Computer Science, Information Science, and others. For many request messages you can follow this simple sequence: Introduction: I'm writing to ask that you authorize the purchase of . 5. It's especially hard to write in an adopted language. If all the jobs you plan to apply for are basically similar, the same summary will serve, but always tinker with it to suit the demands of the specific job, if it's one you really want. 3. We all have different values, priorities, sensitivities and pressures. Consider cultural preferences when you communicate across borders. I do not recommend inventing an excuse, but I'm surprised how often people don't see the relevance of the truth. Over seventy companies and thirty thousand students--from professional writers to new employees to non-native English speakers to seasoned executives--have used the techniques in Business Writing to power their ability to communicate and launch their ideas. Think: How do I spend my days? Nor do we choose to engage with people who focus only on their interests and are not attuned to our needs. Here are specific tips for establishing trust and communicating that you're the kind of person others want to do business with: Write your best, and meticulously edit and proofread. Deliver everything you promise — or better, over deliver. Include only verified information and keep links updated. Use technical language sparingly and only as audience-appropriate. Maintain a positive, upbeat tone. Provide clear, easily found contact information, and briefly identify your credentials. Invite input in specific ways and respond to it. And never: Criticize anyone on a personal level. Conduct personal arguments online. Reveal anything about yourself you don't want the world to know. Use offensive language or tone. Use internet venues for blatant self-promotion, unless it's clearly appropriate to the specific medium. It puts you in a better position to target the right jobs because you can recognize the most promising opportunities. The resume-writing process also helps you strategize your online presence so it backs up how you want to be seen. These words and phrases are rampant in written and spoken English, so develop an awareness of those you tend to use and find substitute wording. Do you still need a traditional-style resume? Consider your reader's individual characteristics. Follow-up important points tactfully. Be sure you have the capabilities to turn out what you need efficiently and with quality. Reveal anything about yourself you don't want the world to know. Dense pages are intimidating. People will do this for LinkedIn fairly readily (especially if you do it in return), but not so much for a website or marketing piece. From the very first lesson, you'll be able to apply your new learning immediately to your work and improve your writing today. © Peshkova / Shutterstock.comThe most frequent question people ask professional business writers is: How do I write a letter asking for something I want? Often people respond with letters that underline the importance of the event to themselves — how long they've waited for this marriage, how others will feel if they're not present and so on. Ideally, find someone from the specific culture conversant with its business customs and language to advise you. This handy Cheat Sheet helps ensure your business writing is fit for the right purpose, and gives you tips on effective resume writing, international communication, and online content creation for your business.\r\r[caption]", "description": "Whether you're a manager, an entrepreneur, or a recent graduate, the ability to write well is a skill you can't afford to be without particularly in the world of business. And keep away from descriptive words like extremely, incredibly amazing. When you write to people you don't know, they naturally judge you by the quality of your writing. This handy Cheat Sheet helps ensure writing, and gives you tips on effective resume writing, and gives you tips on effective resume writing. international communication, and online content creation for your business. Then focus on addressing your supervisor's concerns in this way: Take account of your reader's perspective. I sometimes ask participants in writing workshops to draft a message requesting a week off to attend a relative's wedding during the employer's businest time. But even if a prospective employer doesn't ask for one, developing a strong resume is essential to your own smart job hunting. A website, for example, can and should include product information and a purchasing pathway. "Our legal office prepared the contract" is better than "The contract has been prepared by our legal office." Minimize "stately" abstract words, such as those that end in "ion" and "ment," which produce awkward wordy constructions. What kind of work do you want to do more of? It puts you in a better position to target the right jobs because you can recognize the most promising opportunities. Use technical language sparingly and only as audience-appropriate. Then focus on addressing your supervisor's concerns in this way: Take account of your reader's perspective. I believe XYZ will solve those problems and save us. A good way to instill this is to review what you wrote when you're in an upbeat, cheerful mood feeling good about yourself. Meanwhile, it is smart to observe more formal conventions — such as using people's titles and last names rather than first names when you write — if you want to elicit good responses. If you've asked for permission to record, do so, otherwise take notes — few people will object. Whatever your line of work, sharing the best of what you know will draw people to you like nothing else can."}, {"title": "Writing for Global Audiences", "thumb":null, "image":null, "content": "If you're writing to an individual or group of people you don't know personally, who do you see when you imagine your audience? She has taught advanced writing seminars for New York University and conducts frequent workshops.", "authors": [{"authorId":9673, "name": "Natalie Canavor", "slug": "natalie-canavor", "description": "Natalie Canavor", "de does it help you? For example: chaired; orchestrated; surpassed; monitored; counseled; mapped; assessed; built; streamlined; transformed; restructured. 6. Create a shortlist of clients or customers with whom you have a comfortable relationship and represent your preferred clientele. Try to have the conversation in person — offer a cup of coffee or lunch — but if that isn't possible, use the telephone. 2. Even a just-the-facts resume breathes personality and attitude, so project a person for review. 6. I sometimes ask participants in writing workshops to draft a message requesting a week off to attend a relative's wedding during the employer's busiest time. Do they value individual initiative or team spirit? Avoid multi-clause structures with more than one comma. Keep paragraphs short so there is plenty of breathing space between them. It's fine to use a telegraphic style that omits connecting words, and over-use of "I," as long as the fact remains easily understandable. \" \" : \"http://b\") + \".scorecardresearch.com/beacon.js\";el.parentNode.insertBefore(s, el);})();

