

Welcome to *My 2 Cents*  
by Creative Action Marketing, LLC  
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I'm wondering when the sun will show up. This weather pattern of rain and clouds is getting pretty boring.

We can get stuck into a stale pattern with our business writing, too. So, I did a bit of research and wanted to share a few tips.

It's most important to:

- Understand the purpose of your memo, report, etc.
- Know your audience (readers).
- Use conversational language.
- Use the active voice.

And, of course, organize your content, check your spelling, and grammar.

Remember, it's your job as the writer to develop a document that is easy for the reader/s to understand. They read your words and have only your words to go by. It's important to eliminate any chance for misunderstanding.

Something I have found helpful is the journalist approach of Who—What—Where—How. This method helps you:

- Organize content.
- Get straight to the point.
- Use simple, short sentences.

If the topic is complex or you want to highlight information use bulleted lists, simple tables or a numbered sequence.

I also find reading the memo out loud to be very effective – it's amazing the things you can catch and correct.

A final note, be sure to make your memo/report easy on the eyes. Use a readable font such as Arial or Times New Roman in 11 or 12 pitch and have a left justified margin. Good distribution of white space counts.

Websites to check out:

Business Writing (Lynn Gaertner-Johnston) <http://www.businesswritingblog.com/>  
Writers Write, The Internet Writing Journal <http://www.writerswrite.com/journal/cew1.htm>

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