



DeYoung Consulting Services

Helping People Learn up to Their Potential

One key secret to successful business writing is quite simple: write for your audience. Tailor your materials specifically to them. Whether you are writing a letter, an article, or training materials, here are a few suggestions to keep in mind.

Remember your primary purpose for writing

Are you trying to sell something—a product, a new idea, or a raise? If so, use persuasive language. Highlight the benefits of what you're selling. If you are writing to inform, ask yourself what key points your reader needs to understand. Then emphasize those points. Don't get distracted with unnecessary information.

Keep in mind what your reader already knows

Your readers are smart people. You don't need to spell out every point for them. But you don't want to leave them in dark, either. This is particularly important with business jargon. Avoid using jargon or technical terms when writing materials for a general audience.

Pay attention to the attitude of your writing

Writing professionally makes you look professional. But that doesn't mean you have to be formal. Your letters, e-mail messages, and proposals can be friendly and professional at the same time. Keep in mind your relationship with the reader. Does the purpose of your writing require formality? While you may have a close personal relationship with the reader, don't lose the professionalism.

If you find you're relying too much on on-the-job training, or your current training materials aren't on target, or your curriculum content isn't appropriate for the trainees, I can help. I'll consult with you to refine your content or create new materials to fit your audience and help you look more professional.

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DeYoung Consulting Services provides quality learning experiences for individuals and groups. We develop materials and activities that advance individual, team, and organizational learning. Our work is done with integrity, reliability, and accountability.

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From DeYoung Consulting: Consider Your Audience