



DeYoung Consulting Services

Helping People Learn up to Their Potential

I'm proud to announce the launch of my Web site <http://www.deyoungconsultingservices.com/>. It details my services, lists presentation pointers and includes an archive of all of my business writing email newsletters. Take a look at it and let me know what you think.

Writing for the Web is a different style of writing. It's more concise and informal. Here are a few tips you can use when updating your Web site or communicating in a more casual setting.

Start with the conclusion. Often people scan Web sites and presentation handouts for relevant information. When you put the main point at the beginning of the paragraph your readers will get what they want.

Think short. In an informal setting, don't try to impress with your vocabulary. Use clear, crisp words for easier reading. And, write in short sentences. This draws your reader through the writing. They won't get bogged down by a sentence with complicated clauses.

Write for easy scanning. Using lists and subheadings makes reading easier. People often scan for key words or bits of information. Help them find it by bolding or underlining appropriate words or using a bulleted list.

Stick to the key points. Don't overwhelm your audience with too much detail. In presentations you can always provide extra handouts for those who want more background. Let your Web viewers download specific materials like rate sheets or brochures instead of submitting them to too much information.

Be personal. Your writing should reflect your voice. This reassures the reader there is a person behind the writing. It also makes the message easier and more enjoyable to read. Web writing should be like talking to a friend, not like making a formal business presentation.

Just like business writing, training is all about the people and relating with them. If you need help connecting with your audience, give me a call.

Karen DeYoung
DeYoung Consulting Services

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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