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Good writing * Good business * Good sense

Create The Reputation You Want: Five Powerful Writing Tips

1. To exceed expectations, you first have to know what they are.

- Ask questions that will help define the project's purpose.
- Uncover what is important to the person in charge.

2. Select the right medium for your message.

- E-mail, while quick and easy, isn't always the best way to deliver a message.
- Understand when to face-to-face, telephone or snail mail work best.

3. Make every word count.

- Writing is a process. Don't skip steps.
- Editing yourself isn't easy, but it's necessary.

4. Thanks for the memos.

- Memos, while obscured somewhat by the rise of e-mail, remain powerful tools for showcasing your expertise.
- Brevity and thoroughness are the hallmarks of an excellent memo.

5. Avoid the e-mail trap.

- They may seem casual, but e-mails are business correspondence and must be treated as such.
- TXT AYOR. Business correspondence is not a text message. Watch your language, or txt at your own risk (AYOR).

Leila Zogby has been helping businesses and organizations attract and retain customers through engaging and concise written materials since 1984. Through her company, Leila Zogby Business Writer, Inc., Zogby researches and writes articles for executive by-lines, newsletters, advertising supplements, electronic content, white papers, brochures, and other marketing communications. Among the companies that have benefited from her expertise are Korn/Ferry International, *Forbes* magazine, *The Deal*, J.P. Morgan Chase, CIT, St. John's University, and Citibank's Global Corporate and Investment Bank.