

Increasing Profits
Through
Effective Business Writing

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Welcome, you are now part of the team that will make your business into a money making machine!

Why do you want to make more sales, which will turn into more profit? There are a million and one reasons why YOU want to succeed and make more money. Be sure that those reasons are what makes you feel PASSIONATE about what you are doing!

If you do have a burning desire to achieve your goals then you will succeed!

Life is not a dress rehearsal. It is the real thing. So if you are not completely consumed and absolutely enjoy what you are doing then you should reconsider your Goals right now!

This is what your series of booklets is all about! Ways to help you create more business. And there really are only three ways to do this.

Get your present customers to spend more
Get your present customers to come in more often
Get new customers through the door

Through our unique, proven ways of doing these three things we will ensure that you succeed. However, if you leave us to do all the work then you (and us) are not achieving anything. Thus we want you to learn what we have learned over many years. This is the purpose of these series of booklets.

You will see that we have included exercises so that you can put into practice what you have read. It is very important that you carry out the exercises. If you don't we will be ringing you up to find out why you haven't!

The best way of making more money is to **treat your customers, patients and clients as you would your family**. Be considerate, tell them what you are doing and why, and help them achieve life long goals. They will make sure that you have a really successful business.

Effective business writing is one form of COMMUNICATION. If we can't communicate we can't increase our profits. It's as simple as that. There are no magical bullets that can instantly make you a better business writer. The best way is to follow the tips in this book and PRACTISE! But you also must be sincere. You and I know that we can pick up insincerity a mile off.

So go to it! Let us know straight away if you are confused about what we have said to you. Just pick up the phone and ask us.

Happy profit hunting

Don Wood & Team

The Contents

Part A Writing in Business	4
Everyone is a writer	4
What makes good writing?	4
Part B Getting Started	6
The objective	6
Who is your audience?	6
Outlines	7
Generating initial ideas and dealing with “Writer’s Block”	7
Part C Guidelines & Style.....	11
Grammar and punctuation.....	11
Expressing your own personal style through writing	12
Tone and mood.....	12
The power of the words and phrases you choose to use.....	12
Exercise 1	
Part D The Copy.....	16
Writing the first draft	16
Editing and polishing	17
Part E Presentation	19
Improving readability	19
Using graphics.....	21
Exercise 2	
Part F Going Alone or Working with Professionals	24
Going alone	24
Working with Printers	26
Working with Agencies	26
Part G A Final Word	28
Exercise 3	

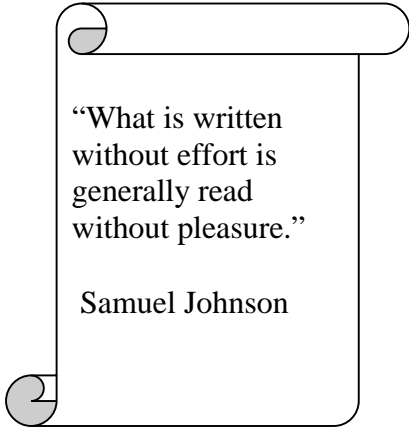
Part A Writing in Business

Everyone is a Writer

Why is it “writing” often seems so hard? Many people think that they are not good at it, so avoid it. But writing is just like a sport. It’s like cooking or driving. We’re not all going to make the Olympics, become great chefs or win the Grand Prix. But we can learn and with practise become proficient at any one of these things. The same goes for writing.

Writing can be learned. The basics are not too difficult to grasp and this is what this guide is all about.

So what’s the secret? Actually, there are no secrets. **The two main points are, that you really have to want to develop your skills and you have to practise.** Don’t give up. Keep writing and the more you write, the easier it will become.



“What is written without effort is generally read without pleasure.”

Samuel Johnson

What Makes Good Writing?

Good business writing is easy to understand. It gets straight to the point and is read with ease. Good writing has a beginning, middle and an end. It is clear – both in terms of the actual writing and the way it is presented. Strangely enough, sometimes writing *well* means applying principles that are opposite to what you learnt in school.

Good writing is sincere and sounds natural. It’s as if you, the writer, are talking directly to your readers. It’s well organised and the thoughts flow logically. Each sentence builds on the last towards a logical conclusion.

We all know bad writing when we read it, but sometimes it is hard to put your finger on exactly what it is that makes it so bad.

Bad writing tends to be disjointed. It has no sense of direction. Often you won’t be able to understand the point that is trying to be made. It’s downright confusing!

The sentences are often long and the grammar poor. Bad writing can be boring to read. It doesn’t get read.



Key Points to Remember

- 4 Everyone can learn to write effectively. You have to really want to improve and you have to practise.
- 4 Good writing is easy to understand. It is sincere and sounds natural. It's as if the writer is speaking directly to you.
- 4 Bad writing is disjointed and often grammatically incorrect.

Part B Getting Started

The Objective

Before beginning any writing ask yourself, what are your objectives? What is it you are trying to achieve?

Are you trying to persuade people to buy your products and services? Trying to get qualified leads? Simply communicating corporate news? Building client relationships? Advertising a new product, promoting a competition or simply informing?

Different objectives require different solutions. Know what your objectives are and write them down.

When having your writing checked, ask your proof-reader what they think the purpose of it is. Make sure your objective has been conveyed correctly.

Who Is Your Audience?

Knowing your audience is vital to successful business writing. Who will read what you write? Are they your customers, your prospects, suppliers, influential people in the community or consultants?

How familiar are they with you and your company? What is their background? Are they rich or poor? Male or female? What about their cultural background? Is there anything significant about your audience that you should be considering?

Who your readers are will affect how and what you write.

It is critical to keep your readers' interests in mind. Make sure you find out what it is that really interests your readers. The best way is to ask them!

Think too about what motivates your readers. There are nine basic human motivations. People like to make money, save money, save time and effort, impress others, help their families, feel secure, gain pleasure, improve themselves and belong to a group. Which of these are relevant to your product or service? Keep them in mind when you are writing.

When writing, stop frequently and ask yourself, are my readers going to find this interesting? Why am I telling them this? Will they perceive benefits, be entertained or informed? Make sure your writing is meeting your objectives and has your readers' interests in mind. If not, leave it out.

When people read, they think in terms of WII-FM ("What's In It for Me?"). It's a simple concept, but many companies forget it and it shows in their newsletters, brochures, advertisements etc. When writing, continually think about what's in it for my reader? If you do, you'll see your writing taking on an exciting new style that is easier to read.

Outlines

The outline is your road map. It should be full of ideas. It's good to get a basic outline written down before you do any research or interviews. Don't waste time gathering material that won't be relevant.

Start by writing down your main headings. They don't have to be in the right order – just get something down. Once you have the main headings then work on what is going to go under each heading - the sub-sections.

In researching your information, it is a good idea to use cards. Put a heading on each card and write your notes relating to that topic on the card. File the cards. You may prefer to use a notebook. This is a useful way to store all your information. It also means if you want to reuse the information, it's all there. Once you have your ideas and headings jotted down, start putting them into a logical order.

Generating Initial Ideas and Dealing with "Writer's Block"

Everyone at some point will find starting difficult. Don't worry if you feel like this. Getting started is often the toughest part. When you really can't think of anything, this is referred to as 'writer's block'.

There are different causes of writer's block. It is good to identify what causes yours and then learn ways to overcome it.

Some causes of writer's block are:

- Believing what you put down has to be perfect (the first draft is especially difficult for perfectionists).
- Thinking that you are no good at writing, so what's the point trying?
- Being anxious about what others will think of your writing.
- Fear of failure – what will happen if you can't write anything at all?
- Thinking that the exercise is a waste of time, so what's the point?
- Convincing yourself that there are other things more important that you should be spending your time doing.
- Saying to yourself that you're really better at writing under pressure so delaying your writing until the last possible moment.
- As soon as it comes to writing, you always think of something else that needs doing.

Do any of these apply to you?

If so, try some of the following ideas:

- Stay focused. Don't get stressed about being perfect (no one is!). Be aware of what is going through your mind and seek ways to correct it.
- Force yourself to write an outline. Get that blank page and start writing something. Anything at all (even something totally unrelated to your topic is ok). Fragmented sentences are fine. Don't edit at this stage, as you'll end up just wasting time.
- Do more research.
- Write down facts. Write everything you know and need to include in your writing. Use one of these facts as a lead to start writing in more detail.
- Express opinions.
- Start with something controversial.
- Don't try to do everything in one sitting – say to yourself you'll write for two hours and complete a portion of what you need to do.
- Talk it over. Brainstorm with colleagues.
- Turn to idea generating tools. For example; an inspiring book, a book of quotations or music (try playing some in the background).

- Have a file that you build up which contains interesting articles, cartoons, advertisements, etc. When you need inspiration, go through them to get ideas and stir your creativity.
- Doodle. Scribbling and doodling is often an outlet for a 'static mind'. Get your hand moving while your mind works.
- If all else fails – GIVE UP! (for the moment). Relax, go for a walk, have a coffee, talk to a friend, do some vigorous exercise, eat, sleep. Then try again later.

BUT.... Preferably get *something* down on paper first!



Key Points to Remember

- 4 Clearly define your objectives for your writing project – what exactly is it you are trying to achieve?
- 4 It is essential to know who your readers are and what interests them.
- 4 Getting started is often the most difficult part. This section highlights different ways to help with this.
- 4 An outline is your road map and will help get you started as well giving you a structure to work within.
- 4 A good idea to get started is to write a brief outline with headings. Then start to fill in the sections.

Part C Guidelines & Style

Grammar and Punctuation

Below are some hints on grammar and punctuation.

- Forget tradition and the rules you were taught at school. Write as you speak. Just remember to keep your audience's interests in mind all the time.
- It's okay to start sentences with "But" and "And" if it makes your writing flow.
- Have short sentences without verbs if it adds impact. Shorter sentences are common in verbal communications. When used in writing it makes it sound more conversational.
- Sometimes even one-word sentences can work well.
- Questions can be very effective and force readers to become involved (think how well this works in verbal communications). "OK?"
- For paragraphs use a mixture of indent and block if you feel it gives variation and works well with what you're writing.
- Break sentences with dots ... if it is going to make it easier to read or understand.

"The only golden rule is that there are no golden rules."

Bernard Shaw on writing.

"Never use a metaphor, simile, or other figure of speech which you are used to seeing in print. (*If it is used often, it becomes dull and stereotyped*).

Never use a long word when a short one will do.

If it is possible to cut a word out, always cut it out.

Never use the passive when you can use the active.

Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.

Break any of these rules sooner than say anything outright barbarous."

George Orwell's advice in *Politics and the English Language*

Expressing your own Personal Style through Writing

These days there is a lot of junk mail being sent, received and then discarded, without being read. You need to make sure that people read your information. One way to do this is to be different.



Being different doesn't mean you have to be outrageous or even creative or imaginative. You don't. One way to be different is simply to be you.

Speak sincerely, honestly and openly. Imagine you are speaking one to one with one of your readers. Align yourself with your readers' interests and write as best you can.

It's just practise. And the more you write, the more you will develop your own personal style.

People buy 'difference'. Products are becoming more and more the same. The chances are that your product or service is not unique but *you* can be. 'You' (not necessarily your product) will make or break the sale. Being you is being different and gives impact.

Tone and Mood

The mood of your message is conveyed through the words you choose. Your attitude comes through in the format, the level of detail you provide and through your words. Choose all these things carefully and make sure they create the tone and mood that you want.

The Power of the Words and Phrases you Choose to Use

To help you choose a variety of words, it is a good idea to use a thesaurus. A thesaurus will also help you to choose simple words instead of complex ones.

"The right words will propel a great idea toward success; the wrong words will doom a great idea to failure."

Jay Conrad Levinson
*Guerrilla Marketing
Excellence*

Shorter words (and phrases) communicate far better than longer ones. In choosing words remember the KISS principle (Keep it Simple Stupid). Studies show that the average Kiwi adult has the reading ability of a 12 year old.

There are some words that have been agreed upon by marketers as being “magic words”.

These are:

Free	Love	Safe
New	Benefits	Right
You	Alternative	Security
Sale	Now	Winnings
Introducing	Win	Fun
Save	Gain	Value
Money	Happy	Advice
Discover	Trustworthy	Wanted
Results	Good Looking	Announcing
Easy	Comfortable	Your
Proven	Proud	People
Guaranteed	Healthy	Why

Source: *Guerrilla Marketing Excellence* by Jay Conrad Levinson.

Use these words in your writing – in your advertising, your letters, your brochures, telemarketing – wherever you can. They are the ones that have been used in the most successful marketing campaigns. The “magic words” will give more power to your writing and make it more effective. Use them liberally.

Some more general writing guidelines are:

- Start your copy with a short paragraph. This is non-intimidating and leads your reader gently into the body text. Continue with short sentences and paragraphs.
- By using present tense words such as ‘is’, ‘will’ and ‘are’, enables readers to relate to issues that are happening now.
- Avoid cliché’s.
- Use the active voice for example, “ Sarah kissed Tom”. Not “Tom was being kissed by Sarah.” The following words signal the passive voice: ‘is’, ‘was’, and ‘being’.
- Don’t re-state the obvious.
- Don’t sound overbearing or patronising.
- Don’t get off track – keep your writing concise.
- Don’t be bias or prejudice.
- Don’t assume.

- Don't use technical jargon and words or phrases that few of your readers will understand.
- Don't try to be too clever, too pompous or too complicated.
- Be very careful with humour and certainly don't use any humour that may be inappropriate or offend any of your readers. If you offend one person, it wasn't worth including.

Some advice on numbers

The general rule is that you write numbers from one through to ten in full. Numbers above ten are written numerically unless they come at the start of a sentence. Numbers expressed numerically e.g. 32, have more impact than if written out in full.

If you want a number (price or amount) to look cheaper or smaller, drop the decimal places, e.g. \$32 looks cheaper than \$32.00. Similarly if you want it to look expensive, keep the decimal places. Note that this does not apply when using prices in retail like \$29.99 instead of \$30.



Key Points to Remember

- 4 Forget the traditional rules and write the way you speak.
- 4 Be yourself – your writing will be unique and different if it sounds like *you* wrote it.
- 4 Think variety when choosing punctuation, words and phrases.
- 4 Keep a thesaurus and dictionary handy to help you choose the most appropriate word.

Part D: The Copy

Writing the First Draft

Firstly read through any notes that you have made. Stop and think what it means and what needs to be said. Then using your outline, start padding each section out.

Write a sentence explaining a thought or idea. Then write another to explain it further. Continue writing until the idea has been conveyed clearly and concisely. Discard any unnecessary information.

When writing your draft remember:

- You don't have to be perfect. The first draft never is.
- Your opening is critical. You have only three seconds to capture your readers' attention – make sure you do so with a great headline or opening sentence (more on headlines on page 19).

To ensure the opening has impact, try using some of the following: short, sharp, simple words, bolded words or phrases, indenting, underlining or the use of italics. Get your reader involved right from that first sentence. Ask a question or use a quote.

Once you have their attention, get to the point.

- Use linking words and phrases at the ends and beginnings of sentences and paragraphs. For example, try ending a paragraph with a question so the reader has to keep reading to find out the answer.
- Start sentences and paragraphs with words such as “What is more...”, “Moreover...”, “For instance...”, “And...”, “Let me explain...”, “The purpose of this...”, “You'll recall...”.
- Work hard at making the body of your text so interesting that you readers will be ‘hungry’ to read your words.
- Use short sentences. They're easier to read and understand.
- Use short paragraphs. If possible each paragraph should only contain one idea.

Once your draft is complete, leave it for a few hours or even better, over night.

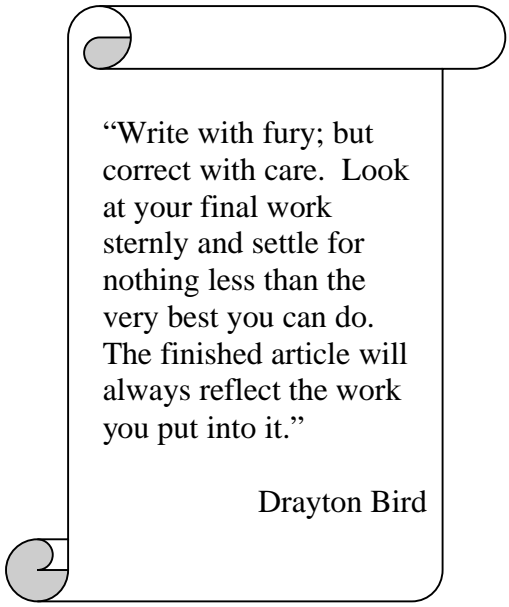
Editing and Polishing

Now for the next important step – editing.

After you've left your draft for some time, you can start the editing process. This involves:

- Read through your copy checking that you have said everything you want to say. Does it flow? Is your content as you wanted it?
- Are you sure your heading or opening paragraph entices the reader to read on?
- Have you used short, concise words? Are your sentences and paragraphs short?
- What about the words you have chosen – do they convey the tone and mood you are after?
- Do the writing have your readers interests in mind. Are they going to find it interesting? Have you remember the WI-IFM?
- For technical editing, firstly use your computer's "spelling and grammar" function.
- Then do your own technical editing – check grammar, spelling and punctuation. For really thorough spell checking, try reading the sentence backwards.
- Give your copy to colleagues or an independent professional – someone who will give it a thorough check and honest feedback. Get them to check for ease of reading, appropriateness to the audience etc.

TIP: Before giving your copy to anyone to check, change it to double line spacing to make it easier to read.



“Write with fury; but correct with care. Look at your final work sternly and settle for nothing less than the very best you can do. The finished article will always reflect the work you put into it.”

Drayton Bird



Key Points to Remember

- 4 The first draft should expand on the headings you made in your outline.
- 4 Ask yourself “are my readers going to find this interesting?” Make sure you have remembered and applied the WI-IFM principles. Your copy must have your readers’ interests in mind.
- 4 Edit, edit and edit some more. Thorough editing is crucial to the success of your final copy.
- 4 Get an independent person to review your writing.

Part E: Presentation

Improving Readability

Page Design Ideas

The way your writing looks on the page will depend on what it is you're writing. The design of an advertisement will be different to a newsletter. A press release will be different to a brochure.

The important point is to choose a design that is relevant to what you are writing. Make sure it adds clarity to what you're saying. Other Business Results Ltd booklets will cover page design in more detail for different types of writing.

Headings

Good headings are essential. Not only do they make your copy easier to read, headlines also 'sell' the rest of the text. Many readers will skim through and only read the headlines. If the headline excites your readers then they will be enticed to read on. It is worthwhile spending a considerable portion of your time getting your headlines right.

Here are some hints when writing headlines:

- Don't put a full stop at the end of the headline – you want your reader to read on and a full stop signifies the end.
- Consider using subheadings under the main heading to make the transition to copy easier for the reader.
- Be aware that headings (and text) written in all capitals are harder to read than when you use a mixture of capitals and lower case. The reason for this is that the eye recognises shapes more than letters and capitals have less shape than lower case letters.
- Very large headings are a waste of space (though you will want to make them larger than your copy).
- Headings should be a headline, not a baseline. If you put the heading at the bottom, you have a far greater risk of your copy not being read.
- **U**se dropped headings to create interest.

Fonts, margins, spacing and some extra tips

- Serif fonts are best for the body of your text. The reason for this is that the little feet at the bottom of the letters line up to keep the eye moving horizontally from one word to the next. Common examples are: Times New Roman, Garamond, Book Antiqua.
- Sans serif fonts, with their clean lines are ideal for headlines. Do not use sans serif fonts for large amounts of copy (it has been known to reduce readership by up to 50%). Examples of sans serif fonts are: Arial, Britannic Bold and Impact. Refer to your software manuals for more information and examples of the different fonts.
- Use 10 or 12 point. Any less than 10 is too small.
- Be aware that courier font is now outdated and can look old fashioned. Use it only if you want this look.
- As a general rule don't use more than two or three different fonts in one document. A constant change in fonts makes the copy look ugly. It also means the eye has to keep adjusting to the different size and forms of the letters.
- Margins should be at least one inch all around.
 - Indenting can be good for making points stand out and for creating impact.
- Line spacing is important to think about as well. One and half spacing is a lot easier to read than single spacing.
- Justified columns are best (the eye has to work harder to read jagged columns).
- **Reversed out copy is tiring for the eye to read in any great volume (it has been known to halve responses to adverts).**
- An underlined word or sentence is more difficult to read than one that is not. If you want to, underline one or two words in a paragraph but not the whole lot.

- **Bolding words and phrases is good way of making them stand out.**

These are general guidelines. Capitals, underlining, reversing out, etc. is fine to use in moderation. They can in fact, add variety and interest to your copy. Just be wary of using them too frequently.

Using Graphics

Graphics refer to photos, graphs, charts, illustrations and symbols such as bullet points. Sometimes words alone are not enough. Adding a picture or graph can help explain a point without having to write long text.

Graphics can make writing easier to understand.

Photos are great way to attract attention and add interest to your copy. Think about how you can make them more interesting by doing something slightly quirky with the shot. A photo of someone doing something is always more interesting than just a portrait type shot.

If you are including a quote from a client, a photo of them (and a signature if possible) adds credibility. If you are photocopying, run a few copies off to see what your photo will look like. If it's unclear, leave it out. However, a professional copier company should be able to help you reproduce a clear, professional looking shot. Check your options with them.

Illustrations bring copy to life. A good artist can make a boring product look interesting!

Remember to include captions for graphics. Captions get read almost as much as headlines.

In your caption avoid stating the obvious e.g. if you have a picture of one of your staff members playing golf, don't put "Sally Wood playing golf" instead you could say "Sally's determination and commitment saw her win the Atlanta Golf Competition". If you can't find anything interesting to say about your picture then it's probably not worth including. Don't use pictures just for the sake of it.

Examples of graphs and charts include; tables, line charts, bar charts, pie charts and flow diagrams. They are particularly useful for simplifying complex issues. Ensure they are big enough to be understood.

Q Bullet points are good for highlighting important information. You'll have quite a choice when using a word processing package. Only use one or two different ones within the same document.

Other symbols such as dashes (-) or arrows (⇔) help break up text and provide variation. Also consider using "quotation" 'marks', questions marks? And exclamation marks (but don't overuse!).

If you need to condense your text, try some of the following tricks:

- Headers break up and reduce text
- Shorten sentences by using bullet points
- Reduce your margins
- Decrease the font size
- Justify your page



Key Points to Remember

- 4 Some ways of improving readability include using headings, different fonts and font sizes, increasing and decreasing margins and spacing.
- 4 ALL CAPITALS, underlining, and **reversing out** should be used in moderation. **Bolding is one of the most effective ways of attracting attention.**
- 4 Graphics such as photos, illustrations, charts and the use of bullet points and other symbols are good for breaking up text and making it easier to understand.

Part F: Going Alone or using Professionals

Whether or not you use professionals will depend on what you are producing, what your objectives are, how much time you have to spare and your budget.

Your choices are:

1. Doing everything in-house including conception, writing, design, layout, putting it all together and printing.
2. Doing almost everything yourself but getting your final copy printed professionally.
3. Work with an Agency but still co-ordinate the printing yourself.
4. Work with an Agency who also takes care of the printing.

Going Alone

Some companies choose to reproduce written documents, whether they be newsletters, advertisements or whatever, using only in-house resources.

This has become easier with the increased functionality of Microsoft Word and other word processing packages. These packages now have many of the same features that Desktop Publishing (DTP) software has. If you do buy a DTP package, such as Publisher or PageMaker, invest in some training. The knowledge you'll gain about the extra functionality will be well worthwhile.

The positives of doing it yourself are:

- You'll have more control over the process.
- Greater confidentiality.
- You'll have a better knowledge of the product or service, enabling you to write more informatively than an outsider.
- It can save you money.

You're costs will include you and your staff's time, any special software you purchase and production costs.

The negatives are:

- it can be time consuming.
- it's introverted - you don't get the benefits of outside input (using just in-house staff means it can be difficult to come up with a fresh approach).
- the final product may not look as professional as it would if you worked with an agency and printer.

Working with Printers

You may decide to do the layout and design yourself but choose to have it professionally printed.

Choose your printing company carefully. Depending on their equipment certain printers are better for some jobs as opposed to others. For instance many printers only have a two-colour printing press. In this case if you want a full colour reproduction, they will need to run it through the press twice. This can cause smudging. It would be better to have full colour work done by a printer with a four-colour printing press.

Also be aware that quotes will vary widely depending on what paper they use. By using poor quality paper printers can cut their costs by up to 20%. Specify your paper stock requirements.

The printing process is fairly technical. If you have never worked with printers before then you'll have a lot to learn. Ask lots of questions and become streetwise about the prices to expect. Always get quotes from a couple of different companies.

When using a printer, there are a number of things you will need to inform them of. These include:

- The number of pages to be printed.
- The type of paper you'd like it printed on (colour, thickness and quality).
- The number of colours you'd like used and what they are (two colours are cheaper than full colour).
- When you want the job completed by.
- How you want the pages bound – either by stitching or stapling.
- Whether or not you want them collated.
- Whether or not desktop publishing assistance is needed – some printers will have a graphic artist who can help with layout and design.
- Are photos to be included? If so, colour or black and white?
- How will you be supplying your graphics (including your logo)? Will they be able to be scanned in or, will you have to supply them as bromides?

Ask your printer to explain the printing process to you. Get involved so you feel you have some control over the process. Carefully check the finished product and ensure the fonts and colours are as you requested.

If you are not happy, say so!

Working with Agencies

Agencies, including graphic artists, advertising agencies and visual communication companies offer a wide variety of services. Depending on the work you are creating, most will be able to write copy, help with layout and design and even supervise the printing process.

Using an Agency will provide you with a very professional look.

To find a good company to work with, ask friends and business colleagues or look in the Yellow Pages. Keep an eye out for other work you like and ring and find out who produced it.

Your first step in using an Agency is to ring and make an appointment to meet with them. This initial meeting will be free of charge and without obligation.

At this initial meeting, have a “brief” prepared so the Agency knows what you are trying to achieve. Make the “brief” as clear as possible and include your objectives, who your target audience is, your key requirements and a time-frame. The more information you are able to provide them the easier it will be for them to generate what you want. It is a good idea to tell them what your budget is.

Ask to look at samples of their work and ring a couple of their referrals.

After the initial meeting you should receive a written proposal and quote. Ensure that this outlines how much you are going to be charged and exactly what it covers. Get quotes from a few different firms for comparisons.

Most Agencies will offer to take care of the printing for you. They are very experienced with working with printers and should ensure the printing is perfect. It may cost you slightly more to choose this option but it will save you a lot of hassle.

It is unlikely that you will save a lot of money by going directly to the printer. Usually the Agency will already receive competitive rates from the printing company they use, which should be reflected in their quote to you. If you think you could get a better deal and know enough about printing to co-ordinate it directly, then do it yourself.



Key Points to Remember

- 4 Doing everything yourself can be time consuming. Using either a word processing or desktop publishing package should help to reduce time. The final result is unlikely to look as professional as it would if you used an Agency and Printer.
- 4 The capabilities of printers vary widely. If you are going to co-ordinate the printing yourself, take the time to familiarise yourself with printing processes. Shop around and get detailed quotes.
- 4 Agencies including graphic artists, visual communicators and advertising companies offer a wide range of services including coming up with innovative ideas, helping with design, layout and copy writing. They can also organise the printing for you.
- 4 There are additional costs involved in getting expert assistance. Although the outcome should look more professional and polished.

Part G: A Final Word

This guide has given a broad overview of the keys to increasing profits through effective business writing. Other Business Builder Guides will go into far more detail on how to write specific marketing materials such as newsletters, direct mail, advertisements, fliers, one page articles etc.

The aim of this guide is to give you some guidelines to get you started.

From now on, start reading and looking at written materials critically. How are newspaper and magazine articles written? Take some time to review fliers and brochures. What fonts are they using? How long are the sentences and paragraphs? Examine the symbols used, the way they start and end paragraphs, the spacing and the different headlines.

For more detail on any points covered in this guide, have a browse in your local library or bookshop. There are many good books written on this subject.

Some we recommend are:

Write Language: The New Secrets of Writing Letters that Really Work

Allan Pease and Paul Dunn. Pease Training Corporation and The Results Corporation. Australia, 1988.

The Complete Idiot's Guide to Terrific Business Writing

Marcia Layton. Alpha Books. NY. 1996.

The Power of Written Words: Dynamic Communication for New Zealanders

Nina Knox. David Bateman. New Zealand. 1996.

Remember though, the ultimate challenge is to get stuck in and have a go. Only by practising will you get better. And only with practise will you develop that personal writing style that will enthral your readers. They'll look forward to your written communications!