I CHACKS

WRITTEN COMMUNICATION

WRITTEN COMMUNICATION IS WIDELY USED IN BUSINESS;

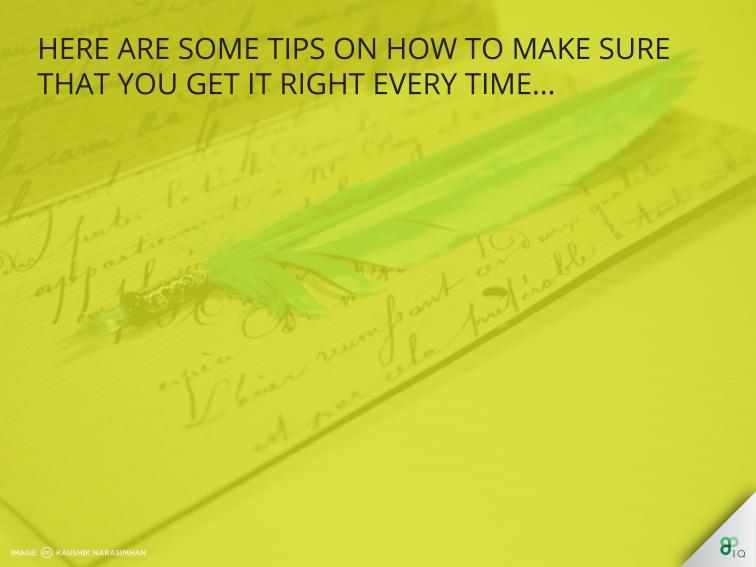
WHETHER COMMUNICATING VIA EMAIL, WRITTEN ARTICLES, PRESENTATIONS, LEGAL DOCUMENTS, COPY, WEB CONTENT OR ANY OTHER KIND OF WRITTEN FORMAT...



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...IT IS IMPORTANT TO MAKE SURE THAT WHAT YOU WRITE IS GRAMMATICALLY CORRECT, IN THE RIGHT FORMAT AND ULTIMATELY PUTS THE POINT ACROSS TO THE READER.





FIRST AND FOREMOST, WHATEVER YOU ARE WRITING, MAKE SURE THAT IT IS ALL

SPELT RIGHT & IS GRAMMATICALLY CORRECT.

IF SOMEBODY READS AN ARTICLE OR EMAIL THAT HAS A SPELLING MISTAKE, THEY MAY JUDGE THE AUTHENTICITY OF IT, WHETHER THAT'S CONSCIOUSLY OR SUBCONSCIOUSLY...

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...ALWAYS SPELL CHECK AND PROOF READ WRITTEN CONTENT.

IDENTIFY WHAT FORMAT YOU ARE WRITING IN AND

BUILD THE STRUCTURE AROUND IT.

FOR EXAMPLE, IF YOU ARE WRITING AN EMAIL YOU SHOULD MAKE SURE THAT YOU ADDRESS THE PERSON YOU ARE WRITING TO AND END BY SAYING WHO YOU ARE.



IT IS BEST TO KEEP EMAILS AS CONCISE AS POSSIBLE, OTHERWISE THEY MIGHT BE OVERLOOKED.



YOU NEED TO KNOW WHO YOU ARE WRITING TO IN ORDER

TO GET THE STYLE RIGHT.

IF IT IS A CASUAL EMAIL, YOU MAY START BY WRITING 'HI'...



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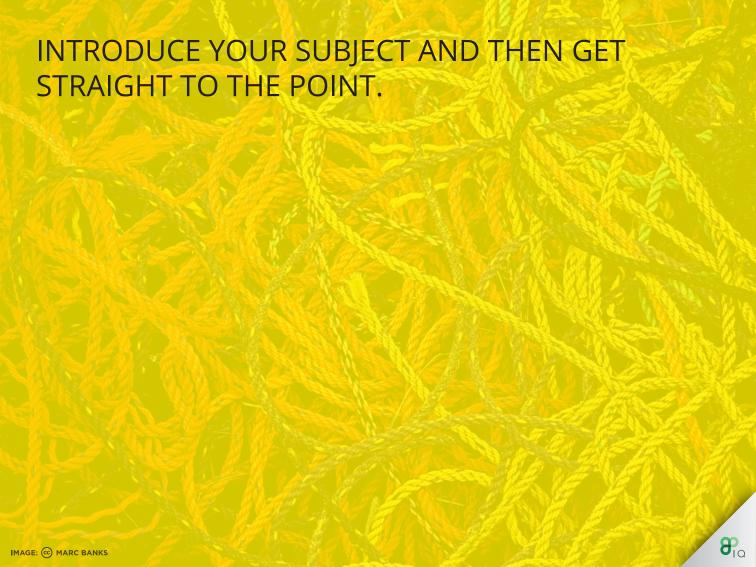
...BUT IF YOU'RE WRITING TO A POTENTIAL CLIENT, YOU WILL NEED TO BE MORE FORMAL.

ALWAYS BEAR STYLE IN MIND WHEN WRITING AND ALWAYS ASK WHO YOU ARE WRITING FOR, THAT WAY, YOU SHOULD GET THE STYLE CORRECT EVERY TIME.



BECIFAR AND CONCISE

ABOUT THE CONTENT OF YOUR WRITTEN PIECE.



INTRODUCE YOUR SUBJECT AND THEN GET STRAIGHT TO THE POINT.

DON'T DIGRESS DOWN A DIFFERENT ROUTE OR YOU WILL CONFUSE THE READER.

SOCIAL MEDIA

HAS BECOME A
SIGNIFICANT PLATFORM
FOR WRITTEN
COMMUNICATION.



AGAIN, IT IS
PARAMOUNT TO KEEP IT
CONCISE ON SOCIAL
MEDIA AND ALWAYS
BEAR IN MIND THAT
ALMOST ANYBODY CAN
GET HOLD OF THAT
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AGAIN, IT IS
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INFORMATION,

SO BE MINDFUL OF WHAT YOU SAY.





CLICK HERE TO FOLLOW US



CLICK HERE TO FOLLOW US











WRITTEN COMMUNICATION IS VITAL IN THE WORK PLACE, SO USE IT TO YOUR ADVANTAGE BY FOLLOWING THESE SIMPLE STEPS.

FOR MORE TIPS ON PROFESSIONAL DEVELOPMENT AND TO SEE ALL OF OUR LATEST OPPORTUNITIES, CONNECT WITH THE INTERQUEST GROUP













ALSO IN THIS SERIES...







