

IQ WORK HACKS

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.

HERE ARE SOME TIPS ON HOW TO MAKE SURE
THAT YOU GET IT RIGHT EVERY TIME...

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...

CRITICALLY THINK
UNABRIDGED
IN THE TWENTIETH CENTURY
VARY

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...

...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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WRITING 'HI'...

...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.

BE CLEAR AND CONCISE

ABOUT THE CONTENT OF YOUR WRITTEN PIECE.

INTRODUCE YOUR SUBJECT AND THEN GET
STRAIGHT TO THE POINT.

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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
INFORMATION,



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INFORMATION,

SO BE MINDFUL OF WHAT YOU SAY.

FOR EXAMPLES OF
APPROPRIATE WRITING
STYLES ACROSS VARIOUS
SOCIAL MEDIA
PLATFORMS, FOLLOW US
ON LINKEDIN, TWITTER,
FACEBOOK, G+....



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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...

