



Colour Coded for Success

WRITE TO SELL – THIS WINTER | *Part one in a series on successful business writing*

By Helena Kaufman, The Afro News Vancouver

The purpose of writing in business is to attract, maintain and resolve. Almost every piece of copy we produce has one or more of these goals in mind. And, good business writing will always be reader based.

Your success in communicating and ultimately selling your idea, your service or your product lies in answering some key questions – this time, in text. The 2-part series that ran in this space in the September and October issues walked you through the type and style of questions to encourage effective in person interactions.

Today, we will begin looking at organizing, writing, laying out and editing your business materials. The series will take us through that ‘dead zone’ where many mistakenly believe no serious business is conducted. Plan it. Write it. Reap the profit of using these winter months to improve your bottom line with wise words.

Start Here

Writers create fiction by asking ‘what if?’ In business we need to ask ‘why?’ Why? I’ll show you.

All communication takes place one person at a time. Yes, you can order a print run of

1000s, email 100s of people or post your online message for the entire world to access. Your message will still be read, and absorbed, one person and one moment at a time.

Pause Here

To capture those precious eye scans in today’s busy world you need to know the answers to: Why should a client deal with us? Why would they buy our product? Why is it to their advantage to give us their time? Know yourself, your product before you attempt to create the words you hope will lure a reader’s attention.

Consider what will interest your reader. What are your reader’s needs? What solutions can you offer? How can you help save them money, time or make their life easier? Once you have the benefits fixed in your mind you can begin to organize your text with these finishing questions:

1. What is the purpose of my writing this piece today? Each writing project should have a clear goal.
2. Who am I writing to? Envision your idea customer. Put a picture of a single person you would like to do business with on your monitor

or writing pad if you have trouble ‘getting personal’ at the beginning.

3. What do I really need to say or cover in this communication opportunity?

4. Don’t forget a call to action. “If you don’t specify an action or ask for the order, you won’t get the business.” I remind all my Canadian clients or students of this bottom line in their documents. For many, cultural, work or age experiences may keep them from writing or saying this critical piece – the reason they are in business to begin with – to sell something and make a living.

Now Write Your 1st Draft... To be continued

VIP Your most important point to take away is to write your text based on what interests the reader most.

Have you got questions for me? Or, would you like more tips on business communication emailed to you 3x a month. Register by mailing queries or sign ups to the soon to be relaunched www.helenakaufman.com or www.thefronews.ca