



## Tips, Tools & Tricks of the Trade

Your business writing toolkit!

### Make Friends with the 800-pound Gorilla in Your Office

Have you noticed that 800-pound gorilla in your office? You know, the one that hovers in the corner, breathing its stale breath across just about every desk. Most people keep their heads down, not wanting to make eye contact with this killer-killer of sales, deals, promotions, and respect.

That behemoth is also known as bad business writing. Not many people want to face this hairy, scary creature-it just seems to big to tackle. But honestly, the solution is simpler than you may think. (And ignoring it can prove disastrous!)

Recent articles in newspapers and trade magazines lament how e-mail and texting have strangled our ability to produce effective business writing. And to some extent, that's true. But the problem has been around much longer and goes even deeper. I believe the root of bad business writing stems from a misunderstanding of the writing process.

[Read on for writing tips...](#)

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### Grammar is Like a Pile of Bricks

Lately, I've been teaching a lot of grammar, and goodness knows we need the help. I see lots of gaffes and typos every day. My two recent favorites:

1. "I'm looking Howard your recording." Huh? Who's Howard? Oh, "forward."

### More Webinars

We've teamed up with People-OnTheGo--a San Francisco-based company that helps businesses and organizations from coast to coast "accomplish more with less"--to deliver webinars that take your writing to the next level.

#### 1. Business Writing for Success: Grammar, punctuation, and style.

11:30am - 1:00pm PT

[Learn more.](#)

#### 2. Write Attention-Grabbing, Traffic-Building Articles & Blogs

11:30am - 1:00pm PT

[Learn more.](#)

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### Free Resources

Check out the **free resources** offered by the Association for Creative Business Writing.

#### Articles & Checklists

Read our series of how-to articles and check out our

2. "Our audience is composed of listeners who..." Oh dear, composed audiences? I think that presentation ran entirely too long!

But I'm not going to rant about bad business writing. Enough people are doing that. I want to get beyond grammar and into creativity. Out of the weeds and into wide open spaces.

Grammar is like a pile of bricks. Both are just building blocks. Bricks lay the foundation for everything from a forbidding prison to a fabulous palace. Same with grammar: A dull blog and an exciting article can both be composed with perfect grammar. We can futz over this comma and that hyphen, but we also need to understand that without great ideas and creative ways of delivering them, no matter where we put that comma or hyphen, our writing will likely bore the socks off our readers!

[Read on for creativity tips...](#)

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## Assess Your Success

Learn how to write to get the results you want--increased sales, enhanced brand, even a promotion or two. Find out what you're doing right--and where you need to focus. (That way you don't need to work on every writing issue--just yours!) Our Assess Your Success writing assessment delivers a personalized and confidential report of your writing and creativity.

*Lynda's assessment of my writing was spot-on. ... Everything [she] shared was constructive, intelligent and explained in a respectful way.*

- Alex Ytuarte, InVision, New York, N.Y.

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## Kudos for the Association for Creative Business Writing

*I didn't have the budget for a personal coach, and who has the time to sit through a boring class? So I was pleased to discover the Association for Creative Business Writing. [Everything reads] like a personal*

dandy checklists. Go to [www.afcbw.com](http://www.afcbw.com) and click on "Free Resources."

### Screencasts

[Click here](#) to check out the fun screencasts we've produced and posted on You Tube. When you need a creativity tip or a motivational message, take a couple of minutes and give your business writing (and spirits) a boost.

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It's free!

### About Lynda McDaniel



Lynda McDaniel, director of the Association for Creative Business Writing, has coached executives and employees at companies such as Microsoft, T-Mobile, Key Bank, The Boeing Co., Del Monte, U. of Washington, Stanford U., YMCA, City of Seattle, Santa Clara County, and U.S. Small

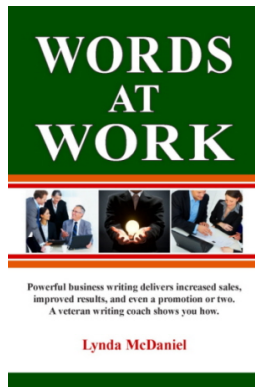
letter just to me. With Lynda's gentle reminders, I am becoming more confident in my writing and learning to trust my gut. I'm finally able to let my personality into my writing.

-Diane Richwine, Instructional Designer,  
Richmond, Calif.

### Business Writing Coaching

I truly could not have [written my book] without you. Lynda, you are the best friend a writer ever had. Thank you for your skilled guidance.

- John D. Hughes, author, *Haunting the CEO*  
[www.hauntingthecEO.com](http://www.hauntingthecEO.com)



**Words at Work** offers you writers a painless way to be an author or just do some practical writing with style and effectiveness. Lynda McDaniel gives you a condensed course in lively writing. As someone who for thirty years has made his living by writing, I can tell you that the lessons in this book are the essential ones, and they are good. Catch the spirit in this book and follow the suggestions. I guarantee that your writing will improve and you'll be a happier communicator.

-Thomas Moore, *New York Times*  
best-selling author of *Care of the Soul*

Business Administration.

She brings 25 years of award-winning writing experience to her coaching and training, including the critically acclaimed, award-winning book, *Words at Work: Powerful business writing delivers increased sales, improved results, and even a promotion or two*, which received top honors from the National BEST BOOKS Awards.

### Earn Rewards!

The Association for Creative Business Writing has so much to offer your company and colleagues.

Spread the word and earn valuable prizes when they sign up. Contact me for more details.

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