



Writing methods that result in the best quality work!

The best way to write is in a style that suits the purpose and the target audience and which best conveys the story to bring a desired effect such as a response to lead to other information.

The style of language used and the type of documents will need to differ to meet the needs of the situation. Based on our experience in writing myriads of documents in many styles we recognize these universal paradigms for our commercial communications:

1. **Remain focused** – on the objectives, on the target audience and their expectations and needs
2. **Easy to understand** – one meaning obtained quickly
3. **Concise** - efficient wording
4. **Well organized** – clear purpose, only relevant facts and ideas, coherent grouping of content, minimal competition with cohesion throughout
5. **Well laid out** – attractive, easy to understand, good use of graphics
6. **Natural language** – conversational for business plans, but also adjusted for the context e.g. formal for legal, academic for research, etc
7. **Credible and informative** – substantiated, plausible and defensible, no exaggerated optimism or emotive statements
8. **Not too much design** – don't take away credibility by too much gloss unless it is really needed and helpful

