

Writing For ROI: Professional Development Seminar



May 22, 2007

FischerHealth
A Porter Novelli Company

Today's Agenda

- Introduction
- Why good writing matters
- The stages of good writing
- Planning and organizing
- Putting words on the page
- Editing and re-reading
- Questions and discussion

Why Good Writing Matters

- Business writing = business transaction
 - You invest the effort to write well
 - Your audience invests the attention to read
- What you want
 - Persuade (change what the reader thinks or feels)
 - Inform (change what the reader knows)
 - Direct (change what the reader does)
- What the reader wants
 - “What’s in it for me?”
 - “Why should I believe you?”
 - “Don’t waste my time!”



WABC-TV 7
New York
May 8, 2007

Effects of Hollywood filming in NYC

What happens when Hollywood comes to visit your block? Eyewitness News have ^s more on how a film boom in New York City could impact your everyday life ...

Why Good Writing Matters

- Strong writing is a requisite for individual success
 - Writing shapes the way we think and work
- Clients cite writing as #1 need (and complaint)
- We're held to a higher standard
 - As communicators
 - As representatives of FischerHealth and Porter Novelli

The Stages of Writing

- Planning and organizing
- Putting words on the page
- Editing and re-reading

Planning and Organizing

- Fundamental questions
 - WHAT is your objective?
 - WHO is your audience?
 - WHY should they care?
 - HOW, WHEN, WHERE should they respond?
- Should you write at all?
- Choosing the right style of writing
 - Objective
 - Persuasive

Objective vs. Persuasive

SPOTSYLVANIA COUNTY
NOTICE OF VIOLATION - PARKING TICKET

12345

Ticket Number

To the owner of the following motor vehicle:

Vehicle:	Year	Make	Model
License:	Year	State	Number
Date of Offense:		Time	Location

The above listed vehicle was parked in violation of the Spotsylvania County Code, as indicated below, on the above date and time. To avoid the issuance of a summons and additional fines and/or penalties, you must within 5 days from the above date, either: pay the collateral shown below to the Spotsylvania County Treasurer at 9104 Courthouse Road, P. O. Box 65, Spotsylvania, Virginia 22553, Phone (540) 582-7058 or provide written notice to the Spotsylvania County Treasurer that you intend to contest the violation. Failure to so act shall result in a summons being issued to require your appearance in Court and may result in additional fines and/or penalties. Collateral or Notice discussed above must be received by the Treasurer within the period described above.

- | Collateral | Violation Description |
|----------------------------------|--|
| <input type="checkbox"/> \$50.00 | Parking or standing within fire lane. (§12-117) |
| <input type="checkbox"/> \$50.00 | Obstructing or parking within 15 feet of fire hydrant or fire department connection. (§12-116) |
| <input type="checkbox"/> \$50.00 | Unauthorized parking in handicap space. (§12-119) |
| <input type="checkbox"/> \$50.00 | Failure to display valid Spotsylvania County Decal. (§12-16) |

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Objective vs. Persuasive



Department of Energy
Office of Science
Washington, DC 20585

Office of the Director

October 5, 2005

Synchrotron and Neutron Users' Group
4107 Hanford Street
Union City, CA 94587

Dear Members of the Synchrotron and Neutron Users' Group:

Thank you very much for your letter to Secretary Bodman in which you discuss the importance of and your support for the DOE neutron and synchrotron light source facilities. Secretary Bodman has asked that I reply on his behalf.

Within the Office of Science, we are of course well aware of the importance of these facilities and the impacts that they have made to science and technology over the past three decades. They are among the true success stories of the Office of Science, and we are very proud to be a part of this continuing story. Our support for the Spallation Neutron Source and the Linac Coherent Light Source construction projects is testament to our dedication to the future of neutron and x-ray scattering. These projects have been at the top of our priority list for many years, and together they will bring world leadership to the United States.

We also are mindful of the stresses that our operating facilities are under. Indeed, during the past year, we have quantified these stresses in a way that makes it clear that support for instrumentation and staffing needs to be increased. We are endeavoring to do so within a very constrained budget.

We very much appreciate your continued support for the scientific user facilities of the Office of Science. You represent more than 10,000 users who perform research at these facilities, and your enthusiastic leadership of the users has made a profound impact on the Administration and the Congress. We hope that you will continue to play this very

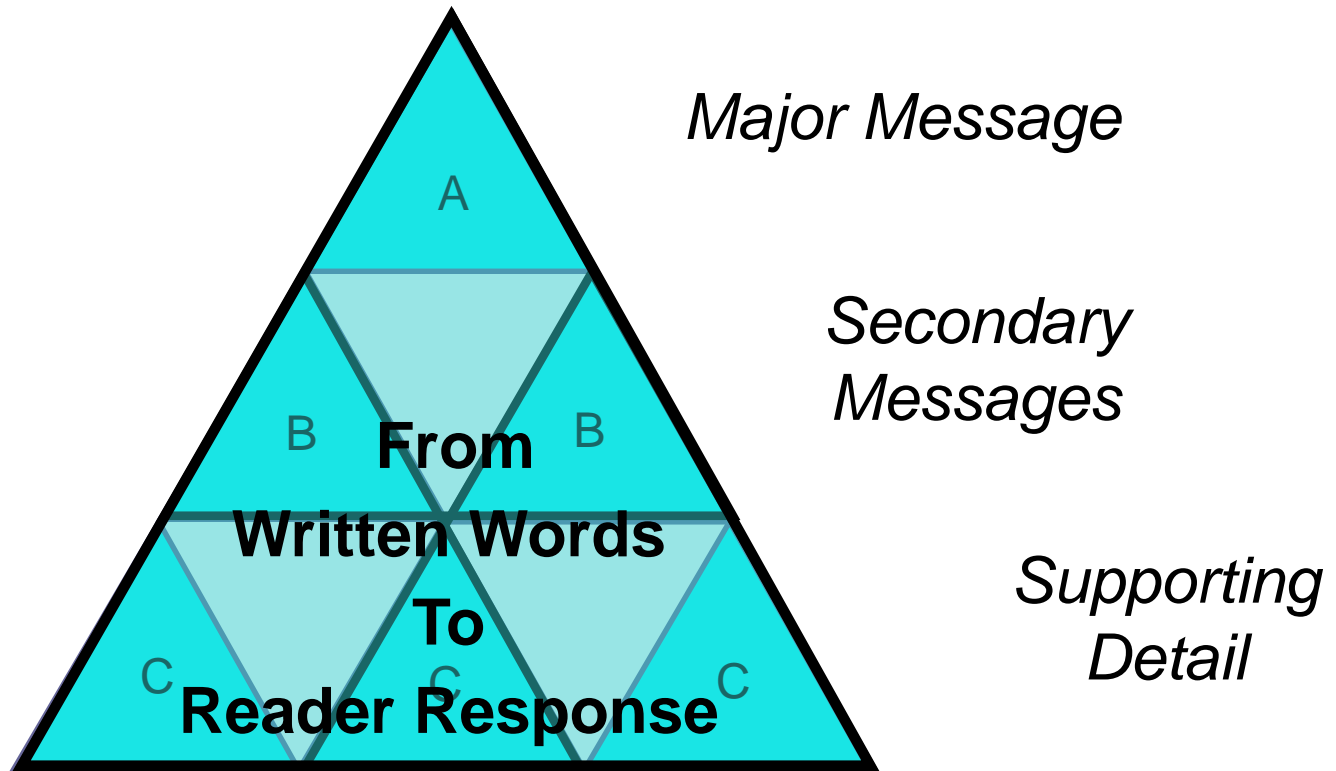
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Planning and Organizing

- The right medium, the right format
 - Letter, memo, meeting report, proposal, etc.
 - Different formats for different documents
 - Consider the audience
 - Consistency is critical
- Before you write, outline
 - Begin at the beginning
 - Sequence of your messages
 - Major themes vs. supporting points

The Communication Pyramid



Putting Words on the Page

- Writers' block
- Tips for letting your creativity flow
 - Jump start
 - Second paragraph first
 - Conversation
- Guidelines for channeling that flow
 - Focus on one paragraph, one sentence at a time
 - Start with the basic message, then add color
- Remember, you'll be editing later!

Editing and Re-Reading

- An integral part of the writing process
- Editing is NOT rewriting
 - A more effective, truer voice
- Why re-read?
 - Read as a reader reads
- Resources
 - *Blueprint*, Porter Novelli
 - *The Elements of Style*, William Strunk & E.B. White
 - *On Writing Well*, William Zinsser
 - *The Chicago Manual of Style*
 - *Associated Press Stylebook*

Top 10 Guidelines for Editing

- #10. Use simple language
- #9. When in doubt, choose formality
- #8. Don't abuse punctuation
- #7. Keep sentences short
- #6. Vary structure and style
- #5. Avoid qualifiers
- #4. Eliminate unnecessary words
- #3. Check for agreement
- #2. Write actively, not passively
- #1. Be consistent!

Tips and Tricks

- Edit in layers
- Know the usual suspects
- Read aloud (to an audience if possible)
- Sdrawkcab daer
- A change of scene
- Do NOT rely on spell-check!

Questions?

William Hall, Senior Vice President
450 Lexington Avenue, 31st Floor
New York, NY 10017
whall@fischerhealth.com
212-601-8243