

6 Ways to Ensure that Readers are Into You.

OR

6 Tips to Establish a Long-lasting Affair.

Seldom do we see organizations focus on business writing – one that aims at building enduring bonds. A big mistake. According to Content Plus, 70% consumers prefer learning about a company via articles than ads. Naturally, businesses need to engage in a complete make-over for increased visibility, now more than ever.

Here are 6 tips that can help you keep your business writing fresh, impactful, and relevant.

#Tip 1: Understand *why* and *who* you're dating. According to an old adage, 'A message aimed at everyone often appeals to no one.' It's imperative to know your reader in order to answer the most pressing question on their minds: "What's in it for me?"

Love tricks:

- Before writing, picture the reader in your mind for better clarity. Are they college students or executives in an MNC?
- Figure the main objective first – do you want to inform or do you want to inspire the readers to act?
- Use a tone that suits your audience – colleagues, stakeholders, or executives – each require a specialized approach that they can relate to

#Tip 2. Take it slow. According to Garner, effective writing involves four different steps – research, organize, write, and edit. While these steps follow a sequence, they don't necessarily demand equal time.

Love tricks:

- Follow the sequence to ensure a continuous flow, don't skip any step. Save glamorizing, refining at the end
- In case you get stuck at any stage, move to the next
- Always come back to the final draft after a break – preferably a day

#Tip 3. Don't go overboard. Avoid clichés like the word cliché. No one wants to date a bore. Foreign phrases, stereotypical expressions like 'think-outside-the-box', and jargon don't exactly endear you to the reader, if anything they can cause a distance. If you can think of a simpler word, use that instead for greater comprehension.

Love tricks:

- Try to write the way you speak. Be direct yet warm

- If you can't avoid using jargon, then explain it. This can be done by hyperlinking the jargon itself with an explanation

#Tip 4: KISS. Keep it simple silly. Use short sentences and paragraphs to retain the reader's attention. Abraham Lincoln's Second Inaugural Address had only 701 words. Of those, 505 were words with one syllable and 122 had two!

Love tricks:

- Strip your sentences of unnecessary words
- Delete prepositions, especially 'of'
- Replace words with 'ion' using verbs
- Avoid redundant adjectives — all innovations are new; all disasters are serious etc.

#Tip 5: Be direct. Sentences in active voice are often shorter and usually clearer, inspiring trust in readers. For instance, 'Alisha is writing her homework' is way more impactful than 'The homework is being done by Alisha'.

#Tip 6: Revisit promises. Ensure that you cover important questions before finalizing. These include, communicating all the necessary information in a clear, concise manner, illustrating points with concrete, compelling examples, and avoiding repetition. Checking for grammatical, syntactical, and typographical errors goes without saying.

Love tricks:

- For a fool-proof document, show it to a third person for a fresh perspective
- Pretend that every word on the document costs you. Edit accordingly
- Read the document aloud to spot errors. If you catch a mistake, read the rest of the paragraph closely as typos tend to crowd together

Now that you've got the hang of it, go explore. But before you do, we'll let you in on a little secret. For that extra zing to your business writing – read. According to author Kenneth Roman, "Reading gets the shapes and rhythms of good writing into your head."

Follow these tips to ensure that organizations are always into you – unconditionally.