

Hit the Job Writing

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RISE AND SHINE PRESS • WAYNE, PENNSYLVANIA

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ISBN 978-0-9774099-2-1

Printed in the United States of America

RISE AND SHINE PRESS
P.O. Box 11
Wayne, PA 19087

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The cost of bad writing is larger than you think. ❖ We have too many excuses for bad writing. ❖ Improved writing comes from writing. ❖ Please scribble through this book.

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First, consider not writing at all. ❖ Write both: subject and purpose. ❖ Envision your reader reading. ❖ Brainstorm by drawing clusters.

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Opening lines are important. ❖ Organize like a movie director. ❖ Outline: avoid the table of contents. ❖ Blast out a complete draft, then rest.

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His, hers, its: no apostrophe fits. ❖ Comma rules are really guidelines. ❖ Use marks to interrupt the reading. ❖ Use marks to join or group things.

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Correctness? You be the judge. ❖ Rules, usage, opinions: your choice. ❖ Use proofreading tricks, or diligence. ❖ Practice with the 15 biggies.

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Choose clarity, or get un-chosen. ❖ Trim the unnecessary and redundant. ❖ Conflicted verbs need replacing. ❖ Align grammar to the story.

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Every word counts. ❖ Trim, shape, and color. ❖ Say much, with few words. ❖ Use the pyramid of concise writing.

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Group ideas in a logical hierarchy. ❖ The status report: answer questions. ❖ Write summaries last, but place first. ❖ Guidelines help with writing numbers.

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