

10

Clear Ideas

to help you think clearly
and write what you mean.

Perspective

Clear writing is clear thinking made visible.

#1

You're a creative genius!

The way you communicate is a great opportunity to share your insight with others.

#2

Why am I writing?

#2

Why am I writing?

We write to inform or persuade,
to get things done.

Lose your bad habits.

#3

Who is my reader?

Who is my reader?

Someone whose perspective is
different from yours.



Friendly
You inform



Indifferent
You persuade



Skeptical
You must persuade



Hostile
You work hard to persuade!

Visual – *learn by seeing*

Auditory – *learn by hearing*

Tactile – *learn by touching*

Who is your reader?

What's his perspective?

What is her decision-making criteria?

What is important, what is not?

#4

What do I want
my reader to learn?

What is it about the facts that will
inform or *persuade* my reader?

Use words with intention.
A.S.A.P. may be next week for me.
But we agree when Friday, May 11 is.

#5

What do I expect
to accomplish?

1-sentence objective

What am I writing?

Who is my reader?

What do I want to accomplish?

Tell Sell Consult Join

Tell

I want my reader to
understand the facts.

Sell

I want my reader to
make a decision.

Consult

I want interaction
within my control.

Join

I want cooperation
and enthusiasm.

Tell

After this meeting, Steve will understand the revised production schedule.

Sell

After reading this email, Mike will agree to approve the budget.

Consult

After this phone call, Chris will send me the date, time, and location for the meeting with Pat.

Join

After this lunch meeting, my staff will agree to email me descriptions of their project roles by 4:30 today.

Write a few 1-sentence objectives

What am I writing?

Who is my reader?

What do I want to accomplish?

Vague statements yield
vague results.

#6

Plan Write Revise Edit

Thrill yourself with your own writing!

#7

Be a sales pro!

Your readers make decisions
based on *benefits*, not features.

Features inform

Benefits inspire

Introducing the MP3 player

An MP3 player is a storage device that contains solid-state memory, like flash memory, and software that will let you transfer audio files from your computer to the player. MP3 players commonly use the USB port on your computer for data transfer however some may plug into the computer's FireWire or parallel port.

Once you transfer the music files to the player they are stored in the player's memory. To transfer music from your hard drive using a basic Mp3 Player is often as simple as copy the files to the player.

Most MP3 players are battery-powered and may also come with an AC Adapter for charging. Others may be charged by plugging it in to a USB port on your computer.



Introducing the iPod. 1000 songs in your pocket.

#8

Be inspired!

Read everything you like, and
several things you don't.

Confusing

Maturity and duration management decisions are made in the context of an intermediate maturity orientation. The maturity structure of the portfolio is adjusted in the anticipation of cyclical interest rate changes.

Clear

We will try to profit by correctly predicting future interest rates.

If you copy from one person,
it's plagiarism. If you copy
from ten people, it's research.

#9

Ask good questions.
Listen well.

Who What Where
When How Why

“So what?”

Practice asking questions & listening.

#10

Be clear!

Nothing else is more important.

Enough

Enough = f

Though

Though = 0

Enough = f

Though = 0

foot

foot foots

foot

feet

boot

boot beet

boot boots

daughter

daughter
laughter

Letters and words aren't
the only symbols we use.

+ = $\sqrt{\quad}$ %

Letters and words aren't
the only symbols we use.

+ = $\sqrt{\quad}$ %

£ 4 @ ; -)

Letters and words aren't
the only symbols we use.

+ = $\sqrt{\quad}$ %

£ 4 @ ; -)

. ? ” ,

,

Let's eat kids!

Let's eat, kids!

A woman without her man is nothing.

A woman, without her, man is nothing.

How do you pronounce this word?

ghoti

Hint: laugh women action

Hint: laugh women action

Hint: laugh women action
f

Hint: laugh women action
f i

Hint: laugh women action
f i sh

ghoti = fish

See these 10 Clear Ideas, and more at
www.JohnSturtevant.Com/10ClearIdeas

John
Sturtevant

Communication Skills Training™

Practical techniques for clear & persuasive communication.

Thank you!

713-861-9992

John@JohnSturtevant.com