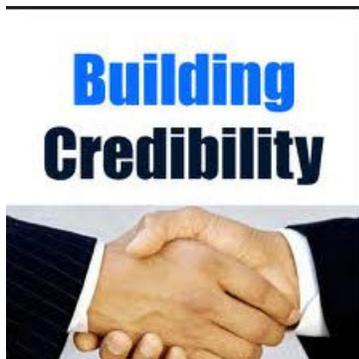


# What good writing can do to your business?

Good writing can do many things for a business. Here are three important ones:



1. **Increase Sales:** Customers are like air. You can't stay alive without them. Unless you have more customers than your business can handle (not a good thing, by the way) you're always on a quest for new ones. If your marketing strategy includes appealing to potential customers in writing, you may have just a few precious moments of attention in which to make your sale. Well written sales letters have a chance to persuade. The better they're written, the more of a connection you make with the reader. That immediate gut response ("I like the way this sounds") can be the difference between a person who buys your product, and one who throws your letter away.



2. **Enhance the Image and Credibility of Your Business:** Customer confidence is a key component of success. You want to be credible to your customers. While good writing doesn't increase the reliability of your products or services, it shows that you care about communicating with people, and make the effort to do it well. It shows that quality matters to you. In my last post, I mentioned that the problem of bad writing is especially noticeable when it is in direct conflict with the promise of excellence. When letters and documents are thoughtfully written and well executed, they say several things about your company: (1) we strive toward excellence in all things; (2) we know what we're talking about; (3) you can be confident in our abilities. If you can make that kind of an impression on the people you do business with, you've done your company a valuable service.



**3. Add Clarity to Documents That Define Relationships and Agreements:** Businesses produce many documents that define relationships and set the terms for agreements. Every contract, every proposal, every warranty, and every employee handbook, contains representations that form the basis for how parties deal with each other. They define the expectations under which people do business, and they are generally enforceable in court. What could be more important than making sure every term and condition is understood by all parties to mean the same thing? The construction of each sentence, the choice of vocabulary, and the punctuation all contribute to the clarity of such documents. When documents really say what they are meant to say, they have a better chance to do what they are intended to do. Sometimes, disputes happen despite the best preparation. If your documents are well written, you're more likely to prevail when disagreements occur.

If you can't honestly say that the writing done by your employees is good enough to achieve these objectives, then it's time to consider doing something about it. It will be well worth the effort. Good writing affects your bottom line. Whether its job is to bring in new revenue, or prevent expensive problems, good writing can help put (or keep) the money in *your* pocket.