



THE WRITE STYLE: FIVE WRITING STYLES EVERY PROFESSIONAL SHOULD KNOW

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The background is a dark teal gradient. In the corners, there are decorative white line-art elements resembling circuit traces or neural network connections, with small circles at the end of the lines.

Writing is something everyone knows how to do
but few people know how to do...

PRESENTATION/CLASS RULES



The image features a blue gradient background with white circuit-like lines in the corners. These lines consist of straight paths that branch out and terminate in small circles, resembling a network or data flow diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

WHAT'S YOUR STORY?

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TODAY'S GOAL:

50 Tips in 50 Minutes

FIVE STYLES EVERY PROFESSIONAL SHOULD KNOW

- Business/Corporate Writing
- Email Writing
- Media Writing
- Research Writing
- Speech Writing

BUSINESS/CORPORATE WRITING

1. Use the inverted pyramid technique
2. One idea per paragraph
3. Main point in first sentence of paragraph
4. No metaphors
5. Do not use emoticons
6. Avoid jargon and abbreviations
7. Use simple language
8. Omit unnecessary words
9. Read it aloud
10. Have someone else edit it

Read “Effective Business Writing: A Guide for Those Who Write on the Job” (2nd edition)

by Maryann V. Piotrowski

EMAIL WRITING

11. Use CC an BCC appropriately
12. Create a clear subject line
13. Identify recipients appropriately
14. Stick to the topic and deliver it concisely
15. Utilize headers and bullets
16. Bold key information
17. Enable spell check
18. End with a call to action
19. Choose an appropriate salutation
20. Insert a signature block

Visit www.dailywritingtips.com weekly and implement one tip each day

MEDIA WRITING

21. Use the pyramid method
22. Start with your foundational questions
23. Answer the 5Ws and an H
24. Make your lead sentence strong
25. Include quotes when practical
26. Write descriptive captions for photos
27. Only ONE space after the period. Period.
28. Limit to one page when possible
29. Identify a contact person, email address, and telephone number
30. Create a catchy heading after writing the story

**Read one newspaper or industry publication each day and
rewrite one of the articles you read**

RESEARCH WRITING

31. Use the hour glass technique
32. Begin and end with an outline
33. Review recent literature
34. Draft an executive summary
35. Identify and familiarize yourself with the appropriate style guide
36. Be specific; use concrete language, not abstract rhetoric
37. Avoid awkward grammar constructions
38. Eliminate unnecessary details
39. Cite properly
40. Proofread from end (conclusion) to beginning (introduction)

Review past research/assignments and create a list of instructor comments/ peer feedback.
Incorporate those comments into future research/assignments.

SPEECH WRITING

41. Use the pinwheel approach
42. Consider your audience
43. Think about your rhetorical goals
44. Keep it short and simple (K.I.S.S.)
45. Repeat key insights
46. Incorporate humor sparingly
47. Employ your creative skills
48. End strong
49. Remember your verbal and nonverbal cues
50. Practice

**Read “The Lost Art of the Great Speech: How to Write One – How to Deliver It
by Richard Dowis**



TEACH THE TEACHER

What did you learn?



WHAT'S NEXT?

- Read every day
- Write every day
- Continue learning through professional development networks

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QUESTIONS?

THANK YOU

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