

8 C's of Effective Communications

Because you only get one chance to make a good first impression.

Whatever you're writing, whether to one or many, always be:

1. **Clear:** Your messages need to be clear if they are to be effective. Don't use big words to impress. Write the way you speak.
2. **Concise:** If you want your messages to be read by busy people, make them brief and to the point. Say what you need to say, and that's it. Keep it simple.
3. **Concrete:** Use concrete or specific words rather than abstract or vague words. Concrete terms are typically more accurate, more easily understood and often more believable.
4. **Consistent:** Ensure that your messages are consistent to effectively establish a familiar brand image. For many decades, Madison Avenue ad agencies told us that it takes a minimum 7 exposures for a message to sink in. Now that we're constantly bombarded by media, it takes 9 exposures for your message register.
5. **Correct:** Ensure that spelling, grammar, punctuation, syntax and format are correct -- and consistent throughout. Don't trust the "Spell check" function on your computer. Have someone qualified review any written communication before it goes out, even an informal email or letter to just one individual.
6. **Coherent:** Make sure your messages make sense. Ideas should flow smoothly from one to the next. Don't go off on a tangent then apologize for digressing. Start by outlining your thoughts and focus each paragraph on one idea, adding transitions when needed. Again, use everyday language – write as you speak.
7. **Complete:** Check to be sure that your message is complete. Have you included all the information the reader may need to fully understand what you intended to communicate or to have them do?
8. **Courteous:** For formal business writing projects, your message should be framed in a positive light and focused upon creating goodwill with the reader. Even if your intent is to bring up a controversial topic, check and change any potentially offensive language. Just like forwarding an e-mail, you never know whose hands it might end up in.

Beverly Bergman talks directly to the "Little Voice" inside your client's head. If you can reach that "Little Voice" – you're guaranteed to massively increase your income. Beverly is a conversion and retention specialist marketing copywriter who turns your prospects into enthusiastic buyers. She writes award-winning marketing campaigns and her own squeeze page copy and auto responder pull in a consistent average 66% conversion to her hub website. She has held the #1 position on Google.com for her keywords for over 2 years and consistently holds 3-5 spots on first page rankings in her field. Email: Bev@CopywritingForCoaches.com to turn your copy into gold!

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