

Write Right: How to Communicate More Effectively With Your Clients

Communicating effectively with your clients is essential to business longevity and above **average results and it's not as difficult as it seems...**

Secrets to effective communication:

- 1) Understand your clients
- 2) Deliver relevant and concise information.

Understanding involves:

- 1) Hearing
- 2) Listening
- 3) Observing
- 4) Assessing
- 5) Monitoring and Adapting.

Six important steps to producing written communication:

- 1) Research
- 2) Write copy
- 3) Structural edit
- 4) Copy edits
- 5) Objective eye
- 6) Final edits.

For relevant communication, ask:

- 1) Who is our audience?
- 2) What is their language?
- 3) What tone do they respond positively to?
- 4) What channel of communication do they prefer?

© Gina Gray 2006
CEO, Clarity Press