



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

**PRforPeople-Seattle
Networking
Monday, Feb 1st.**

pr for people™
Be famous for who you are and what you do.



Join us for
Happy

**Hour! Monday, February 1st
4pm to 6pm**

**Belltown Billiards
90 Blanchard Street (Between
First Avenue and Blanchard
Street) Seattle, WA 98121**

PRforPeople-Seattle: a business networking group brings together professionals from diverse sectors and businesses to support one other in the pursuit of professional excellence in both career and community. This month's meeting will focus on "How to Manage Your Social Media."

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206 979 3380**

The event is being sponsored by Belltown

Issue 30 Jan 14, 2010

The Write Brand.

Dear Friends and Colleagues: Greetings!

What does bad writing say about you and your brand? In the age of New Media everyone is a writer. In emails and on social media websites and on the blogs--there is a jumbo load of bad writing out there. Some of the worst writing around is written by bloggers. Most bloggers are not making a living as a writer. Many bloggers are writing for free because they view their writing as a vehicle to generate their own publicity.



Poorly crafted content has never made anyone rich or famous. No one will pay for bad writing. And over time, no one will even bother to read it.

Mediocre writers can't make a living at writing. Nor should they aspire to. But they sure can make a whole lot of noise.

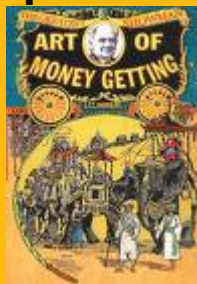
Here is the good news: eventually bad writers stop writing. The latest data from Technorati shows that over 90% of blogs have been abandoned by their owners. After all, writing is hard work that takes a lot of time, discipline and devotion. To write well you really have to have a talent for writing, and you have to truly love it. Good writing requires skill, talent and passion.

No matter whether you have a flair for writing or not, you must always put your writing to a test: Is the content in your email, post, tweet, white paper, or press release consistent with the high quality of your brand? You must check your technique. There are three areas that must always be improved: *Clarity, Pronoun Precision, and Simplicity.*

**Best Regards,
Patricia Vaccarino,
ManagingPartner**

Billiards. Belltown Billiards is usually closed Mondays, but will open for this event and will offer happy hour prices on drinks and \$5 pizza. There are no admission fees or any other costs. Just bring yourselves, your colleagues and your friends! For More information call me at 206 979 3380.

How to Get Instant Recognition as a Spammer



Last week a new business coach invited me to attend a teleclass that would teach: "How to Write A Press Release That Generates You Profit."

Here is the exact text from her invitation:

"This teleclass will have you creating a hot press release that gets you notices, stands you out and makes you more money. (many entrepreneurs have limiting beliefs about press releases, but it doesn't need to be hard!). You will receive clear "how to" steps so you can put together a press release with "WOW" presence."

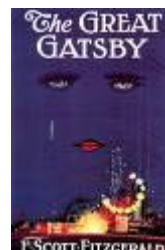
Any press release gets you notices, stands you out and makes you more money with "WOW" presence will only achieve the sound of journalists rapidly hitting the

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Visit [PRforPeople](#) to learn more about our experts

Get Your Own Max Perkins!

Last month while I was flying back from NY with my teenage daughter, I picked up her "high school" required reading--The Great Gatsby. By the time I landed in Seattle I read most of the book as rapidly as a page-turner. No doubt F. Scott Fitzgerald was a great writer, but I also have no doubt that his editor Max Perkins made a great book that has stood the test of time long enough to become a metaphor for our current times.



MAX PERKINS
Editor of Genius - A Scott Family



If you must write polished and professional writing that speaks to your brand, then you must get your own Max Perkins. This person is not your wife who has an *English degree* or your receptionist. You need to have a designated editor who knows all of the rules of grammar and can do copy editing as well as the substantive editing that will improve the quality, tone and flow of your work. If you must write, write well. You will get noticed. You will be remembered.

Clarity, Pronoun Precision, and Simplicity

Since we must be strong business communicators here are three important ways to improve your writing. A good way to improve your technique is to see concrete examples of Bad Writing and Better Writing.



1. **Clarity.** Have a clear message. Sound like a person. Use short, simple, clear sentences in which each word is clearly necessary because it adds a specific meaning to the sentence. Get rid of needless or confusing words that make the meaning hard for the reader to understand.

BAD WRITING: In my personal opinion, we must listen to and think over in a punctilious manner each and every suggestion that is offered to us.

GOOD WRITING: We must consider each suggestion carefully.

BAD WRITING: For all intents and purposes, American industrial productivity generally depends on certain factors that are really more psychological in kind than any given technological aspect.

GOOD WRITING: American industrial productivity depends more on psychology than on technology.

delete key. --PV

When Less is More Bad Writing



The following post recently appeared in a blog written by a high-tech blogger who attended private schools and graduated from an Ivy League college:

"I spent a few days in Cape Cod & Martha's Vineyard (first time there) and it's interesting. It feels like The Hamptons but less younger people, less to do though more relaxing because it doesn't have the same exodus of NYC feel. "

Where did he spend his first time?
What's interesting?

Fewer instead of *less* young people would mean less to do!
What are younger people younger than?

Is it Cape Cod or Martha's Vineyard that has the same exodus of NYC feel?

What exactly is the same exodus of NYC feel?



Become a fan of PRforPeople on facebook and connect with the media.

2. Pronoun Precision. Be super careful about pairing pronouns.

BAD WRITING: Physicians must never forget that their patients are vitally concerned about their treatment and their prognosis, but that they are often unwilling to ask for fear of what they will say.

(Note that there are two separate groups of people in this sentence, physicians and patients, and it is not clear to whom the writer is referring. The solution is to make one group singular and the other plural, eliminating the potential confusion.)

GOOD WRITING: A physician must never forget that her patients are vitally concerned about their treatment and prognosis, but that they are often unwilling to act for fear of what she will say.

Never use the demonstrative pronouns (this, that; these, those) without adding the noun to which the demonstrative pronoun refers:

BAD WRITING: I agree with that. I want this. I'm going to get those.

GOOD WRITING: I agree with that suggestion. I want this solution to work. I'm going to get those research reports.

3. Simplicity. Remember the real world is not about retaking the SAT. There is an elegance and clarity in your message when you use simple words. Use simple words whenever possible. This rule will make your reader or audience like you and will help you to achieve clarity in your writing. Here are some examples where simple words effectively make the point:

Endeavor = try

Facilitate = help

Ascertain = find out

Initiate = begin

Utilize = use

Subsequent to = after

Transmit = send

Transpire = happen

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For questions or comments, please reply to patricia@xanthuscom.com

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