



POWER WRITING TIPS

Winter 2009 Issue



Newsletter



Cutting Costs

Today, our customers must do more with less.

We can help.

Partnering for Results

Are you wrestling with the impact of the economy on your organization? Now, more than ever, your team must produce results, and we can help. How? We teach teams proven tools for writing professional, results-oriented messages in less time, using fewer resources.

How do we help teams achieve their goals? We teach simple methods for increasing the persuasiveness and clarity of messages, speeding the writing process, reducing errors and rework, and enhancing professional relationships.

How can you afford training now? We partner with you to find affordable training options. We work within your budget by analyzing your needs and by developing a plan that fits your situation. To start the process, please call and ask us about:

- Preferred customer discounts
- Flexible training and delivery methods

Writing Tip: Use *Affect* and *Effect* Correctly

Many of our customers tell us they are currently writing cost-cutting proposals. Two important words in proposal writing are *affect* and *effect*. Misusing these words does not project professionalism; after completing the activity below, you can use them confidently. Check your answers using the key at the bottom of the page.

Affect is a **verb** meaning “to influence, change.”

- The court’s decision will not *affect* (influence or change) us.

Effect is a **noun** meaning “result, impact, or outcome.”

- We will assess the *effect* (impact or result) of the new law.

Hint

If the word is a **verb** in the sentence, use ***affect***; if not, use ***effect***.

Affect: Think “a,” **a**ction = verb (affect) or infinitive (to affect)

Effect: Think “e,” **r**esult = noun (effect)

Practice. Circle the correct answers in the following exercises to be sure you can use *affect* and *effect* correctly and confidently. (Remember, verb = *affect*)

1. The (affect/effect) of the new regulation on our business will be minimal.
2. The new regulation (affects/effects) our business significantly.
3. The freezing rain (affected, effected) the crops only slightly.
4. His thorough research will have a positive (affect, effect) on our proposal.



Bonus
Page!

ABCs for Avoiding Costly Writing Blunders

AMOUNT/LESS, NUMBER/FEWER

Use **Amount** and **less** for nouns that **cannot be counted**, (milk = one milk? two milks?)

- The *amount* of rain is *less*. (*rain* can't be counted)
- We have had *less* snow this year.

Use **Number** and **fewer** for nouns that **can be counted** (dog = one dog, two dogs).

- The *number* of complaints is diminishing. (*complaints* can be counted)
- I have seen *fewer* applications this year.

Incorrect: We had **less complaints** today. (*complaints* can be counted—should be **fewer complaints**)

BAD/BADLY

Bad is an **adjective**. It describes **nouns or pronouns** and means “*awful or defective*.”

- The weather is *bad*. (awful)
- The connection is *bad*. (defective)

Note: *Bad* is often used with descriptive linking verbs: *look, feel, sound* and *to be*.

- He feels *bad* about missing the deadline. (*Bad* describes the pronoun *he*.)
- The connection is *bad*. (*Bad* describes the noun *connection*.)

Badly is an **adverb**. It describes **verbs** and means “*inadequately, poorly*.”

- He performed *badly* in the last game. (In this case, the term *badly* is an adverb describing the verb *performed*.)

COULD OF, COULD'VE

Could of is an incorrect corruption of the contraction *could've* (could have).

Could've is a contraction of *could have*, but this term is considered substandard.

Could have is the preferred term.

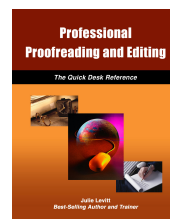
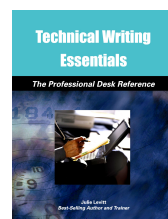
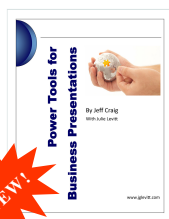
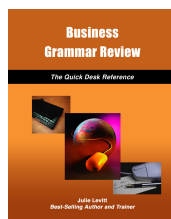
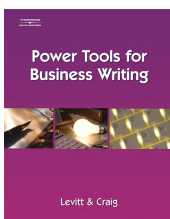
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“... practical tools I can use right away, and they work.”



To schedule a course for your team, please contact us at 208-853-7027 or jalevitt@cableone.net.