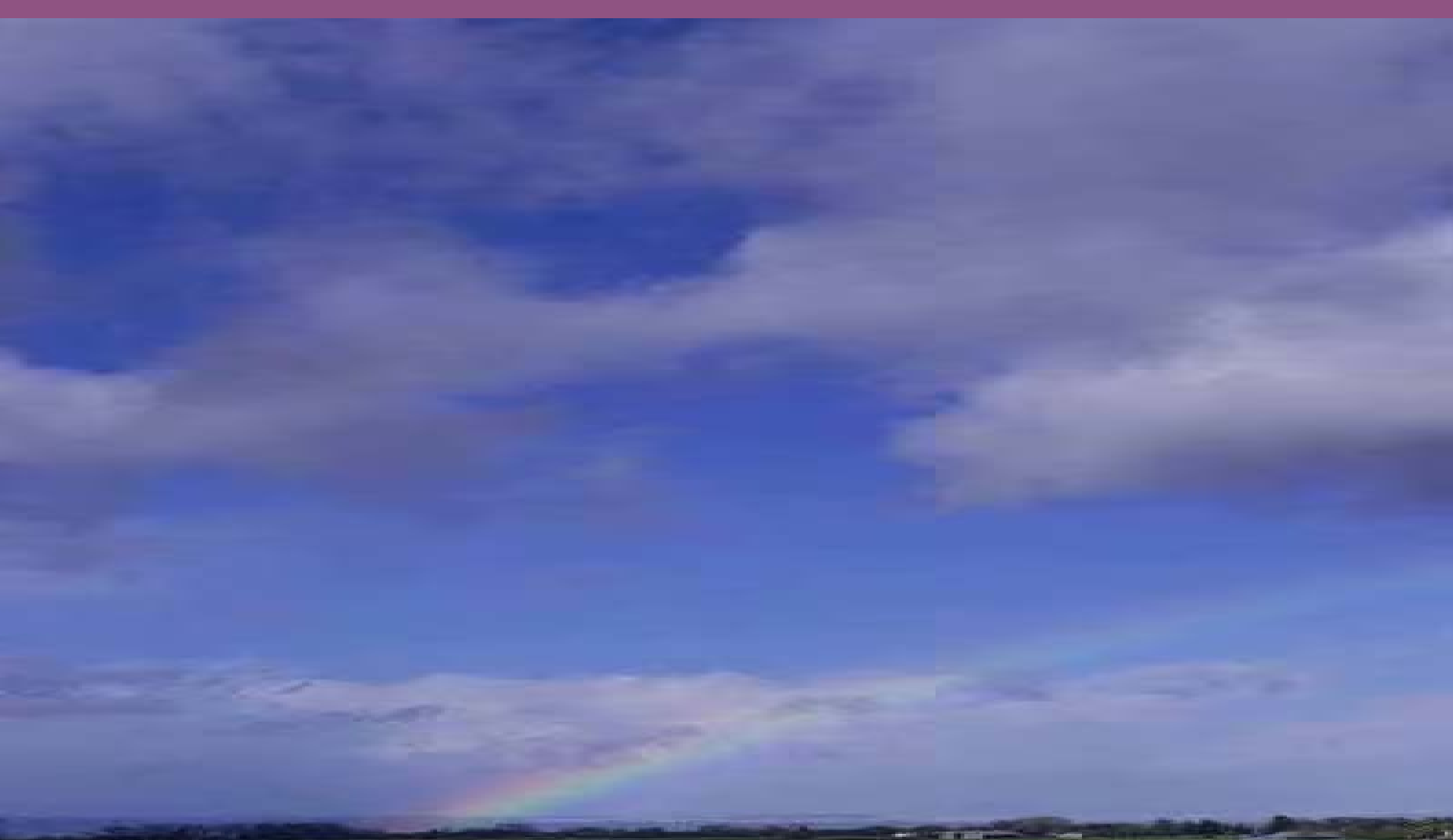




# Expanding horizons



# Our aim...

---

- Inspire you
- Tell you about opportunities
- Tell you how to open up opportunities
- Talk about skills
- Take a bird's-eye look at the pinnacle

# Business writing is changing

Poorly ~~written~~

Poorly ~~structured~~

Bureaucratic

Self-important

Vague, imprecise, ~~ambiguous~~

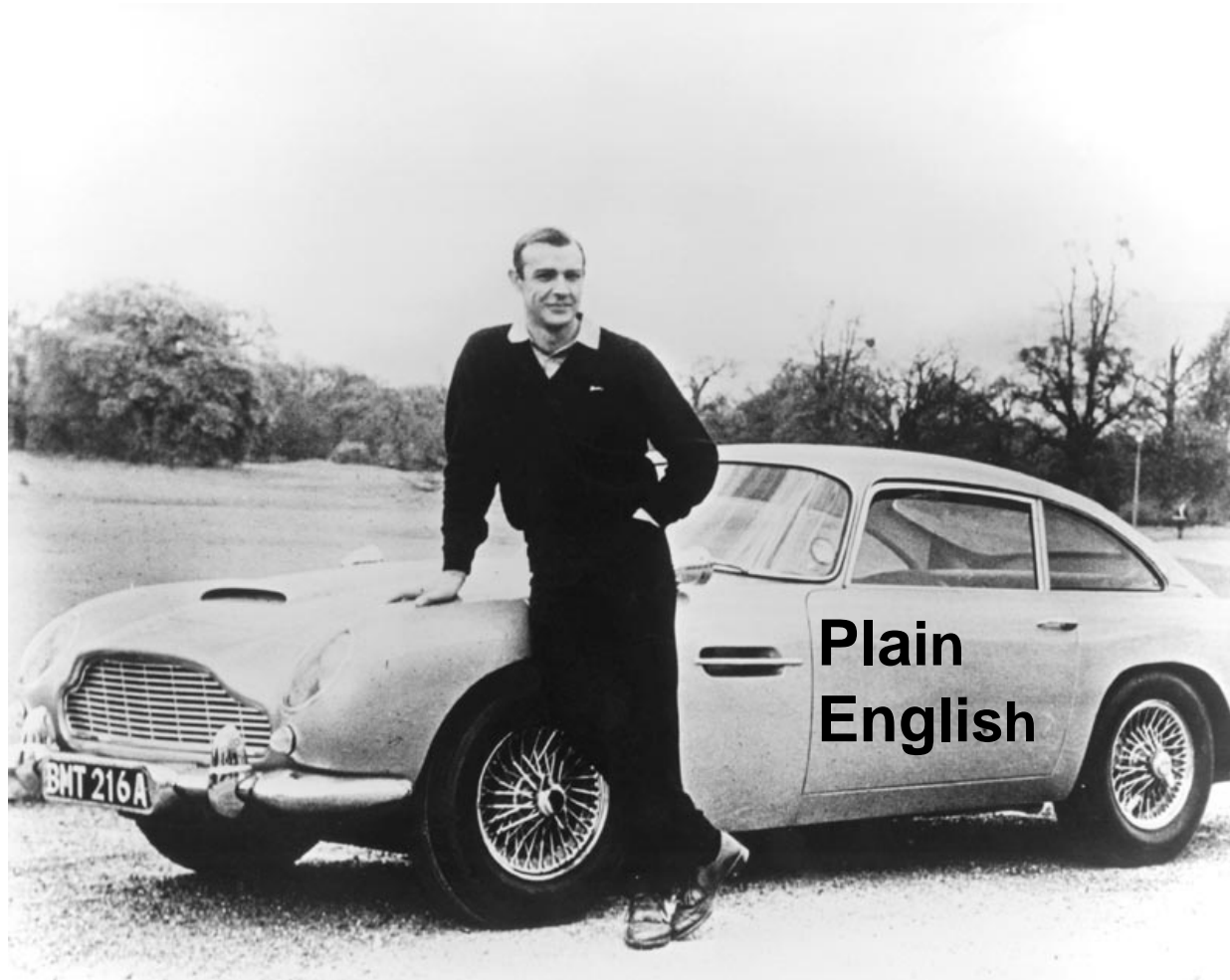
**Not fit for purpose**

# Business writing is changing

- Clear, coherent
- Easily accessible
- Transparent
- Accountable
- Super-efficient
- **Fit for purpose**



# The vehicle of change



# Ride the wave



# Who we are: Write Group



# First steps...

---

A business writing franchise



# A moment of awakening

---

‘If only I’d seen the participants’ own writing first.’

‘If only I’d seen examples of some of the actual documents they work on.’

# Finding our niche

---

Customised business writing training

# Who we are: WriteCoach



# Building our knowledge

---

- Focused, in-depth knowledge
- Breadth and depth of experience
- Huge credibility
- Devoted clients

# Bringing theory to life

---

Real-world business results

# Expanding our experience

---

Editing and proofreading services

# Our edge

---

Professional editors with **two huge pluses**

# Who we are: WriteEdit





# Something more

---

We needed a standard...

# An accredited quality mark

---



# Who we are: WriteMark



# Why?

---

Editing and proofreading — part of the natural cycle of **all** publishing

# How?

---

Improve editing and proofreading skills

# How can we inspire?

---

Develop better pathways to success

# How?

---

Make editing for the public and corporate sectors a **key component** of all editor training

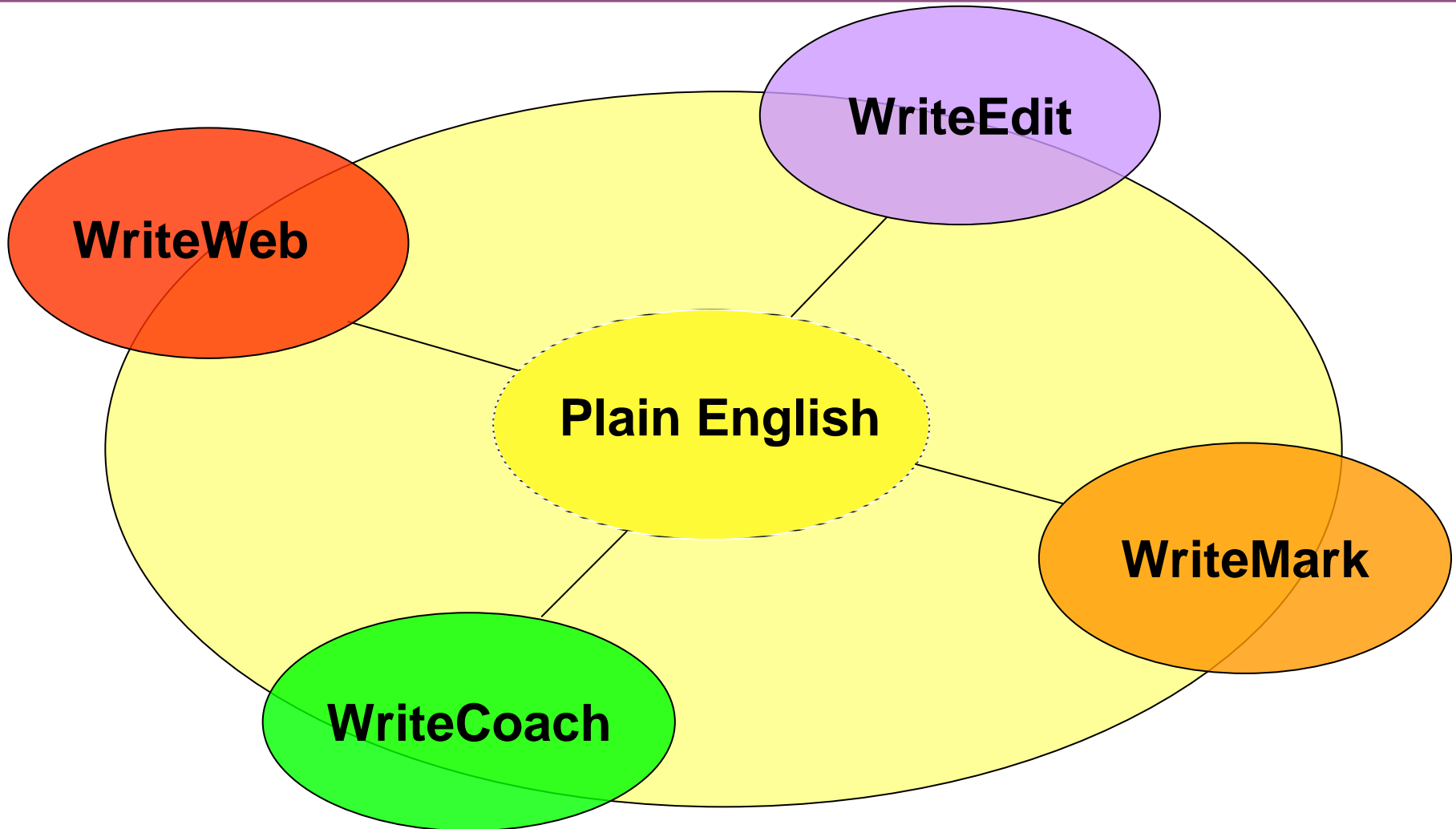
# How?

---

Develop an expertise that makes editors and proofreaders indispensable



# Write Group's plain English platform



# Plain English carries clout

---

- Clients want the benefits
- Clients see the benefits in practice
- Clients value your expertise

# What is plain English?

---

- Clear
- Concise
- Precise
- Appropriate to the **audience**

# Whose needs?

---

Plain English focuses on the **reader's** needs

# Plain English — main elements

- Structure
- Content
- Language
- Grammar, punctuation, spelling
- Style consistency
- Layout, overall presentation

# Plain English — main elements

---

Additional elements for web content:

- Strategic purpose
- Credibility
- Usability
- Links

# Easy to read...



# Plain English — key principles

- Clear purpose
- Key messages upfront
- Lots of clear, informative headings
- Active voice
- Short sentences
- No jargon
- Clear layout with plenty of space



# The goal of plain English

---

The reader understands what the writer is saying, on the **first reading**

# Plain language



Plain language is an international movement

# The wave of change



Plain English

# More than just a style



Plain English —  
a principle of  
democracy

# More than just a style

Plain English is  
essential for  
social justice





# More than just a style



Plain English reduces the  
waste of taxpayer money

# More than just a style

---

The contribution you make goes much further than the document itself

# More than just a style

---

A lot of seemingly magical, win-win things happen



# More than just a style



Plain English benefits everyone

# Are you a generalist?

---

Generalists like a little bit of everything

# Are you a specialist?

---

Specialists like to specialise...

# Where's my paintbrush?



# Recognised opportunities

---

All types of paper-based publications in the public arena

# Recognised opportunities

---

Documents and publications in a specific discipline or field

# Recognised opportunities

---

Style guides

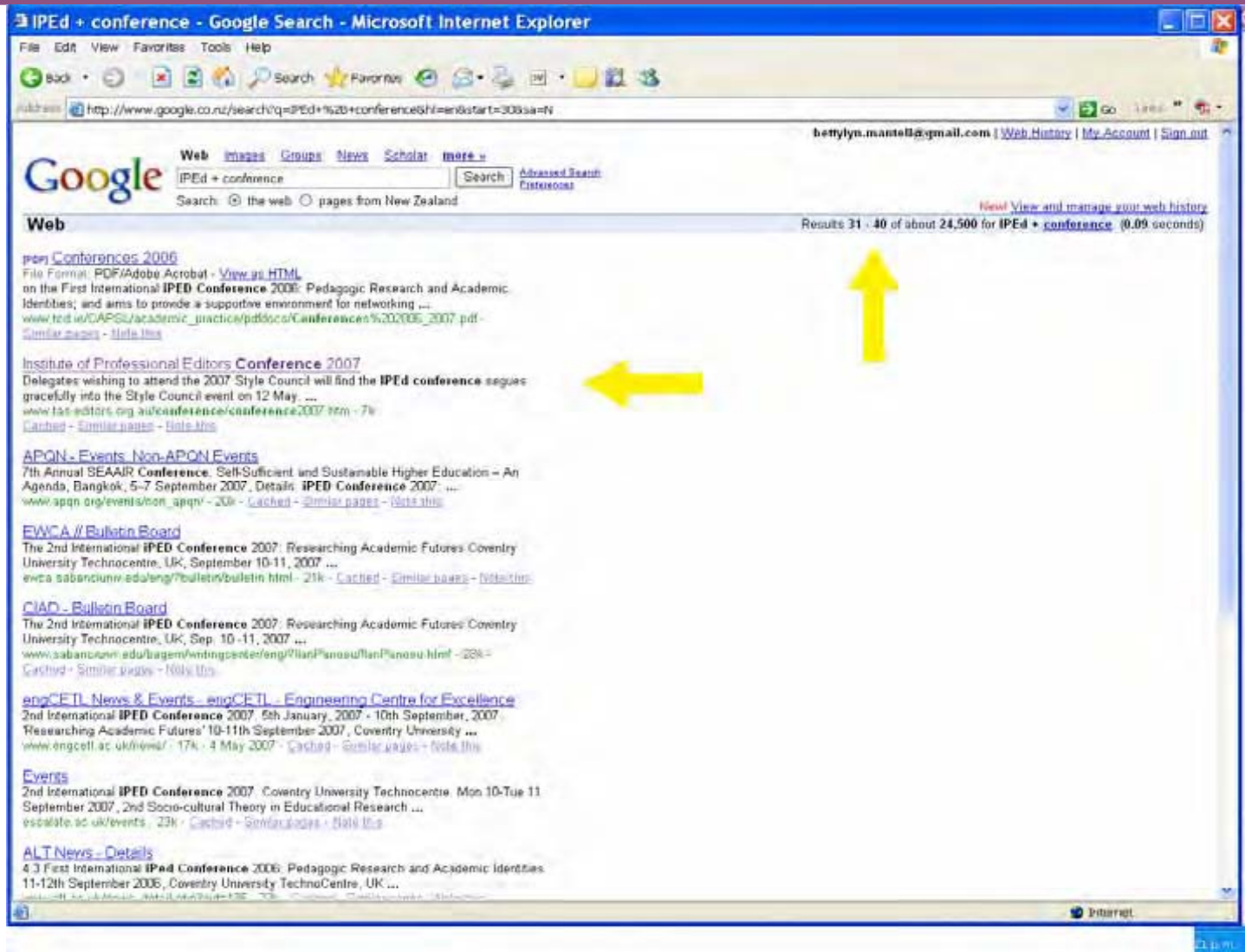
# Recognised opportunities

---

Web content



# Search engine rankings matter



IPed + conference - Google Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Home

Address http://www.google.co.nz/search?q=IPed+%2B+conferences&hl=en&start=303&sa=N

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Search:  the web  pages from New Zealand

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 4-3 First International **IPed Conference 2006: Pedagogic Research and Academic Identities** 11-12th September 2006, Coventry University TechnoCentre, UK ...  
[www.alt.ac.uk/News\\_Details/alt42006-13E\\_7E](#) - [Cached](#) - [Similar pages](#) - [Info this](#)

Internet

# Unrecognised opportunities

---

## Critiquing documents

# Unrecognised opportunities

---

## Designing forms

# Unrecognised opportunities

---

Testing document usability

# Unrecognised opportunities

---

Developing templates

# Have you considered...?

---

## Managing

- Communications manager
- Publishing manager

# Have you considered...?

---

## Consulting

# Create opportunities

---

- Position yourself
- Make yourself valuable
- Team up with organisations
- Offer yourself for overflow work



# Create opportunities

- Team up with other freelancers
- Increase your knowledge and skills
- Network and build sound working relationships
- Get involved with chambers of commerce

# Take opportunities

---

## Plain English

A place where you'll be inspired ... the place where you can be inspiring

# Entry-level skills — Write Group

- Editing and proofreading experience
- Experience of business documents
- Plain English
- Knowledge of local and international style conventions
- Ability to work within tight timeframes
- Pass of 90% in our editing test

# Skills

---

Plain English

Editing and proofreading

# Beautiful portfolios



# But...

- Incorrect table of contents
- Incorrect page numbering
- Varied page format
- Duplicated information in headers and footers
- Inconsistent bullet points (size and indent)
- Muddled heading styles

# But...

- Inconsistent capitalisation
- No number style
- Ampersands in headings
- No knowledge of en and em dashes
- Muddled quote marks (single / double)
- Items that should be kept together on one line running over two...

# Skills

---

Style (local and international)



# Skills

---

## Word (format)

# Get a grip on Word



# Skills

---

Ability to think

# Skills

---

## Research and learning skills

# Skills

---

## Communication skills

# Skills

---

## Interpersonal and leadership skills

# Skills

## Project management skills



# Range of work

submissions	manuals	movie	flyers
annual	proposals	subtitles	guides
reports	pamphlets	teletext	toolkits
letters	press	contracts	plans
templates	releases	ministerials	minutes
legislation	web	handbooks	forms
brochures	content	timetables	maps
newsletters	reports	directories	ads



# Range of work

submissions	manuals	movie	flyers
annual	proposals	subtitles	guides
reports	pamphlets	teletext	toolkits
letters	press	contracts	plans
templates	releases	ministerials	minutes
legislation	web	handbooks	forms
brochures	content	timetables	maps
newsletters	reports	directories	ads

# Range of work

handbooks	forms	templates	web
timetables	maps	legislation	content
directories	ads	brochures	reports
movie	flyers	newsletters	manuals
subtitles	guides	submissions	proposals
teletext	toolkits	annual	pamphlets
contracts	plans	reports	press
ministerials	minutes	letters	releases

# Example 1

---

A selection of transport modes

**Rewrite**

A choice of transport

# Example 2

---

These staff help to facilitate the process assisting the group...

## **Rewrite**

These staff help the group to...

# Example 3

Consultation and the involvement of all teachers in the development of student achievement targets is recommended.

## **Rewrite**

We recommend you involve all teachers when developing student achievement targets.

# Example 4 [Before]

Legal representation and other expert advice or representation is permitted in adjudication and parties may use this to help them prepare for and argue their case. Any such assistance used by the homeowner would be at their own expense.

# Example 4 [After]

You may get advice from your lawyer, who may help you argue your case at the adjudication meeting. If you do use a lawyer, you will need to pay the lawyer's fees yourself.

# Example 5 [Before]

What happens when you turn 30?  
You can expect a letter from us around the time of your birthday. As you know, ABC Money is designed especially for people under 30, 19 29 year olds in fact, so we'll get in touch to outline the advantages of our other everyday accounts, including XYZ Money, and help you change accounts. [58 words]



# Example 5 [After]

## **What happens when you turn 30?**

You can expect a letter from us around the time of your 30th birthday. We'll tell you about our other great banking packages and help you choose an account that suits your needs. [39 words]

# Writing for a global audience

---

Jim is a Vietnam vet.

## **Translation**

Jim is a veterinarian from Vietnam.

# Writing for a global audience

---

She died in a freak rugby accident.

## **Translation**

She died in a rugby match for people with deformities.

# It's got to fit



Michael J Summerville, Morguefile.com

# Foster success

---

Do what you love

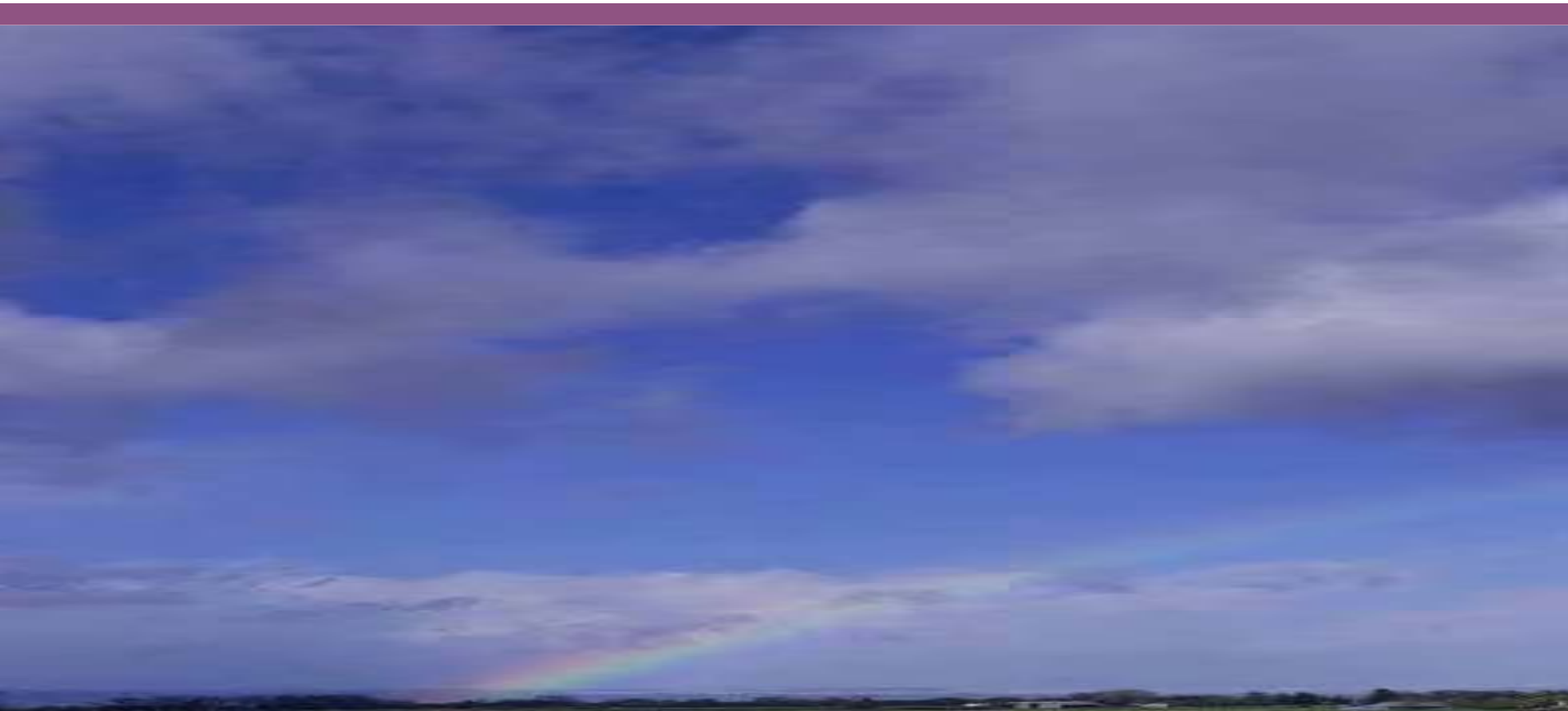
Love what you do

# How far? How high?



Alex Orlando, Morguefile.com

# Expand **your** horizons



Be inspired!

# WriteMark plain English conference

Where? Wellington, New Zealand

When? 16 November 2007

Website [www.writemark.co.nz](http://www.writemark.co.nz)

