

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

" Improving Communication & Getting In Front Of Others "

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Even though most of celebrated the Holiday as a day off lets PLEASE not forget the true meaning of the extra day off. Those in Military or have been in the military I THANK each and EVERYONE of YOU for keeping this country safe and more important FREE!!!

Did you know ...

June 14, 1777, the Continental Congress, looking to promote national pride and unity, adopted the national flag. "Resolved: that the flag of the United States be thirteen stripes, alternate red and white; that the union be thirteen stars, white in a blue field, representing a new constellation."

Happy Networking!

Chad

"The NetworkING of Pittsburgh"

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 2,100** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

There are times when I realize, after the fact, that some of my client's staff were not on board with the improvement plan we discussed in a workshop. What are some ways to improve communication?

Communication is among the most important of every consultant's skills. Many consultants express themselves very clearly in writing and orally, but not all follow up to assure that their ideas and/or instructions are fully understood. Communication is a two way street and it is not enough to be articulate if you use words, concepts or a speaking or writing style unfamiliar to the recipient. Also, each new client environment presents a new communication culture for you to learn. Finally, consultants come with some baggage, as perceived by many client staff. You may be seen as an unwelcome intruder, despite the enthusiasm of your client sponsor. Staff may be reluctant to hear what you have to say.

It is worth some study of communication styles and techniques to be sure your message gets across. Attending to your own body language, thinking before speaking, effective listening, and balance between sending and receiving information all can help you improve your ability to understand and be understood. Take a little time to learn some new ways to know when your messages are not getting through, or vice versa.

Tip: One mistake many people make is to ask people to whom they are talking, "Do you understand what I am saying?" This puts a psychological burden on the person who, if they did not fully understand, is more likely to say they did understand. The alternative is to admit that they are responsible for the lack of communication. Instead, say, "Did I make myself clear?" This relieves the listener of full responsibility for understanding. You may be surprised by how many times people will respond that they did not understand!

I do my share of speaking at events, have fair amount of traffic on my website and am active in my professional association(s). What are some other ways to get in front of people in my industry?

There are certainly many ways to do this but one that is often overlooked is writing letters to the editor of your local newspaper, business journal or trade publication. While this does not replace other activities to get your name in front of prospective clients and your professional colleagues, it does it in a way that is often more powerful.

When you write a letter to the editor, your response is usually short, pointed, relevant to today's news, and in a place where people are actively seeking information. Think about it. A brochure has information about your services but is rarely in a prospect's hands when they are looking for those services. Conversely, people reading the editorial pages of a business journal are highly interested in information, trends or opinions about their industry. These are likely the most motivated, qualified buyers of professional services because they are active information seekers.

Tip: Take a stab at selecting a few relevant publications, find out the contact information and letter submission protocol (this is usually where people abandon their motivation to write because they have to take time get this information), and commit to write three letters to the editor this week. It is not always easy to get your letters published because so many people write in. However, if your response is well crafted, is the right length, and addresses (or contradicts - always good copy) the topic of the day, your chances go way up. The side benefit of this activity is that you will become more focused on the news and industry trends.

Advertise here



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