

Word Up Too!

Professional Communication: What's Your Image?

Two weeks ago, I received a marketing letter that began, "Dear Suzanne, How are you?" An odd opening in a marketing letter from someone I don't know. Last week, I received another marketing letter that was hand addressed in pencil. In pencil! Yesterday, a telemarketer called and asked to speak to "Susan Guess." My name is Suzanne, not Susan. I corrected him, but he continued to call me "Susan." No sale there. If he can't get my name right, what hope do I have that he'll get my business needs right?

Professional communication is more than just grammar, punctuation, spelling, a slick logo, and a snappy brochure. It's what you say, how you say it, and how you manage the communication process with your clients and potential clients. It reflects on you, your work, and your company. How's your professional communication image looking these days?

Suzanne Guess

Writing Tips

"Substitute 'damn' every time you're inclined to write 'very,' your editor will delete it and the writing will be just as it should be."

—Mark Twain

"Follow Mark Twain's tip and be your own editor."

—210 Communications



Like what you see? Have any suggestions?

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210's Bookshelf

Basic Black

By Cathie Black

Cathie Black, President of Hearst Magazines offers lessons gleaned from her 30-year career in advertising and publishing. She addresses personal and professional aspects we all face: drive, risk, people, fear, passion, attitude, and leadership.

Intended readers for this book are women; however, Black offers plenty of lessons that anyone can apply in any work situation such as: power is understanding what you can and cannot control, the ethical decision is always the right decision, know the rules so you know which ones to break, and don't pick a fight unless there's at least a 50% chance you can win. You don't have to be at the top of a Fortune-500 company to appreciate or implement the advice in this book. What you do need to do, though, is keep a copy at your desk.

Rating: Top Shelf!