

Fit Your Communication to the Reader

by Deborah Chaddock Brown

In the Sunday New York Times Business section on October 16, there was an article about a new type of couch called a Mighty Morphin' Mood couch. It is a new design that resembles a series of large "bouncy balls" strung together to create a piece of furniture.



The manufacturer, Animi Causa (which means "for reasons of spirit") had the idea that furniture should form to the person's body and mood, not the other way around. This particular couch allows you to sit as you would a traditional piece of furniture or wrap it around you like a cocoon. The couch forms to the mood of the user.

I got to thinking...good communication is like that.

Our communication should form to the reader: their emotions, knowledge base, level of understanding of company goals, company jargon, and their feeling of stability at the time of reading.

Often we are so excited or intent on the message we have to communicate, we forget that we need to bring our reader 'up-to-speed.'

Keep these tips in mind when writing your next communications:

1. Determine the mood of your reader. Is your message:
 - Important to the reader?
 - Impacting them?
 - Requiring a change in how they do business?
 - Educating them? (as with a new product/service)
 - Perceived to be positive or negative?
2. Will the reader understand the "why" behind your communication?
3. Is the reader required to take action by a certain date? If so, be clear, state it early and often.

When you keep the reader in mind, your communications will be read, embraced and acted upon!

Does your communication fit your reader?

For more information on the Mighty Morphin' Mood Couch, visit their website.
www.animicausa.com

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Greetings!

Welcome to the first edition of the AllWrite Ink newsletter. Each edition we'll share tips to improve communications, drive sales, market your business or just food for thought.

Welcome and Happy Communicating!

Reasons to Communicate

- To get attention
- To create a buzz
- To inform
- To inspire
- To build trust
- To organize
- To connect
- To change public perception
- To build a movement
- To counter apathy or opposition
- To engage
- To change policy
- To disseminate information
- To build bridges
- To sustain reform
- To uncover strengths
- To increase visibility of leaders
- To be prepared to case of a public problem or crisis

Adapted from Using Strategic Communication to Support Families, by Joanne Edgar

What do you have to communicate?

November Calendar

November 9 11:30-1pm

Portage Lakes Career Center
Guerilla Marketing For Your Business
Deborah Chaddock Brown, president of AllWrite Ink will share tips for marketing your business.

November 24 - Thanksgiving

Who are you thankful for?
Have you communicated it to them lately?

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