



Empowering professionals to write with skill and confidence

February 2011, V. 3, Issue 2

Ensuring Readers Form the "Write" Perception

Unfortunately, many writers don't consider that the writing they do compels a reader to act, whether the writers intends an action or not. Simply put, when readers read, they're forming perceptions about the writer and/or about the writer's organization, whether consciously or subconsciously. These perceptions could be positive, if the document is written so that it's comprehensible, logical, and stylistically acceptable, or those perceptions could be negative, if the reader has to struggle to get through the document, work too hard to find information, or simply finds the prose too dense to get through quickly and easily. Thus, as writers one of our goals is to ensure that the perception that the reader forms of us and/or our organization is positive.

This can be accomplished in various ways, but two things that are crucial are to 1) understand your audience and 2) know concretely what your "walk-away" message is before you actually write the document. We'll discuss these in detail in upcoming newsletters, but briefly, consider creating an audience rubric, or checklist, that outlines what you need to know about your readers. If you'd like a copy of such a rubric, [contact us](#) and we'll send you one. Second, figure out what the message of your document will be and how you'll get that message across to your reader so that it's understood in the way that you intend.

Ensuring that we understand our readers, their needs, and how they're going to use the document can go a long way toward creating goodwill. And consciously creating a walk-away message helps us as writers formulate a clear action for our readers. Both concepts help writers stay on track and write a clear, concise message while better ensuring that readers form the "write" perception of us and our organization.

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