



Empowering professionals to write with skill and confidence

March 2009 v. 1 Issue 1

**For the next three monthly newsletters, we'll focus on writing emails.**

### **This month's tip: Writing an Effective Subject Line.**

Since email is used exclusively in quite a number of organizations to communicate and as documentation, **writing a useful and effective subject line is crucial.** After all, you want your reader to be able to understand immediately what the subject of the email is, but more important, **what action** needs to be taken on the email. For instance, rather than writing a subject line that simply says "Review," I might write "Your employee review tomorrow" or something similar that captures what I want the reader to know. May sound like overkill, but the more I can do to help my reader read, understand, and take the appropriate action on my emails, the more likely I am to get the results that I want.

And while we're at it, let's remember to **change the subject lines of our emails** as threads change. There's nothing worse than receiving an email with a subject line that indicates a past problem that you thought was solved!

### **We're Changing...**

Due to multiple requests, we're changing how often we send newsletters from once a quarter to monthly! A **more frequent newsletter** will provide you with more writing tips and keep you up-to-date on the changes we're making in the organization! The newsletter will also be streamlined for easier reading. Let us know what you think: [pam@hurleywrite.com](mailto:pam@hurleywrite.com)

### **New Online Modules:**

We've created a **ten-week online course** as a supplement to our four- and six-week courses. This more robust ten-week course offers longer lectures and focuses on writing for publication. For a list of topics, email us at [pam@hurleywrite.com](mailto:pam@hurleywrite.com). We'll continue to offer our four-week technical writing and **our six-week scientific writing course**. To purchase, [click here](#).

### **Did you miss a webinar?**

All of the webinars we offered last year are now in a format for you to listen to whenever's convenient for you. For information, contact us at [pam@hurleywrite.com](mailto:pam@hurleywrite.com).

### **Discussion Group**

We've added a discussion group, and we're discussing all kinds of writing topics, from writing emails to resumes, and everything in between! Join us! Simply go to [hurleywrite.fogbugz.com](http://hurleywrite.fogbugz.com). "See" you there!

### **Puzzler**

**Congrats to last quarter's winner, Sarah Knowles!**

For answers to last puzzler [click here](#)

### **New Puzzler**

This month's puzzler is about comma use.

- 1:** Watching movies especially at night has become important to me.
- 2:** Parents should decide, after much consideration how much TV their children should watch.
- 3:** The winner, of the trophy for outstanding service, came forward.

Submit your answers (and a short explanation of how you arrived at the answer) to [pam@hurleywrite.com](mailto:pam@hurleywrite.com). You could win the opportunity to take our four-week online technical writing course (a \$399 value).

The deadline is April 1, 2009. Winners will be notified by April 30, 2009.

**Please note:** winners must sign up within 30 days of winning and must complete the course within four weeks of signing up. Hurley Write reserves the right to use the winner's name as the winner in our newsletter.



When you need editing and/or proofreading help, go to <http://www.myprofessionaleditors.com/>. We have quick turnaround and are reasonably priced.

TOLL FREE: 877-24-WRITE (877-249-7483) | email: [pam@hurleywrite.com](mailto:pam@hurleywrite.com)