



# Writing and Editing Tips for Entrepreneurs

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Success in business is determined by many factors: product, price, customer service, location or accessibility, and more. Every time you present yourself, you are being compared to your competition, a comparison that can make or break your business. Consumers are very quick to judge you by your writing.

Letters, website copy, brochures, and signs give your consumers an impression of you and your professionalism. Incorrect spelling, grammar, and punctuation make a poor impression, suggesting that you either don't know or don't care how to write correctly. But writing without errors is difficult.

As a professional writer and editor, I have learned a few tricks over the years to ensure that my work is as polished as possible.

## Writing Tips:

- 1) Avoid really long sentences. Vary sentence length, but always avoid those sentences that go on and on.
- 2) Avoid sentences that start with a dependent clause. Get right to the point with a subject verb structure. These sentences are easier for your reader to understand and will retain their attention.
- 3) Avoid unconscious word repetition. Writers have a tendency to pick out a great verb or noun and use it three times in two paragraphs.
- 4) Choose great action verbs. Go back over what you have written and replace some of your boring verb choices.
- 5) Check for common mistakes. Google writing mistakes and read other lists.
- 6) If your writing is full of words ending in ly or ing, look for alternative choices.
- 7) Pick up a high school grammar book and refresh your memory. It's worth the time.
- 8) Editing Tips
- 9) Read it aloud. You would be surprised how much difference this makes. You will find many mistakes this way. And for some reason I cannot explain, reading aloud to someone else is even better.
- 10) Use your spellchecker. You may have to look up a word now and then that your computer's dictionary does not recognize, but leave the spellcheck on and use it. You'd be surprised how often it picks up mistakes.
- 11) Double check the dates and the triple check names. Nothing is worse than sending a document to someone and misspelling their name.
- 12) Edit more than once. Put it down and come back later. A cold read a day or two later often reveals mistakes that were missed. Our minds see what we meant to write. Though becomes through. Your becomes you're. Even when we know better, sometimes our fingers and our brain disconnect when we are typing and stay disconnected when we are reading. A cold read really helps.
- 13) Last but not least, it's always a great idea to have someone else look over important documents or copy for that final edit.