

Hi everyone

Last month we raised **\$400** for the Cancer Council by participating in Australia's Biggest Morning Tea. Thank you to everyone who supported our morning tea. A special thank you to the [Parramatta College](#) who co-hosted the event with Infinite Growth. You can view photos from the morning tea [here](#).

The month of May saw me traveling again to work with clients both within Sydney and interstate – thank you to everyone for your warm welcome!

As well as working with my great clients I enjoyed a return visit as a guest speaker to the Parramatta branch of the [Institute of Public Accountants](#). I was also interviewed for the [PS Magazine](#). (*My interview can be found on page 47*).

I've recently discovered the game **Words with Friends** which has inspired this month's article - Choosing the right words. Words like *diluvian* (which earned me 99 points in the game) fascinate me. In a business context such a word would not necessarily be appropriate when communicating with clients and colleagues.

Do you ever come across unusual words in your business documents? Feel free to share your experiences [at the end of the article](#) or on our [Facebook page](#).

A special welcome to my new newsletter subscribers - I look forward to your feedback on the newsletter.

If you have any topics that you'd like covered in my monthly newsletter feel free to [contact me](#) or simply reply to this email.

Until next time
Maria



PS: In case you're wondering - *diluvian* means a 'deluge associated with a flood'.

About Infinite Growth

[Infinite Growth](#) delivers [workshops](#) and [coaching sessions](#) for individuals and teams in:

- [Presentation skills](#)
- [Business writing](#)
- Communicating effectively with [clients](#) and [colleagues](#)

Infinite Growth also offers [Communication Packages](#) and a [Self-Study Business Writing Program](#).

[Contact Maria](#) to book a complimentary session to discuss your business communication needs.

Choosing the right words

A common error that people make when writing business documents is that they use language that is familiar to them - not necessarily language that is familiar to their reader.

I recently discovered the game **Words with Friends**. It's been an interesting experience. I've learnt new words that I'll probably never use again, except in the game.



Do you know the meaning of the words *ersatz* or *achiote*? *Ersatz* means 'inferior in quality' and *achiote* is a shrub from the tropical region of the Americas. These are both words that I wouldn't use in everyday language yet they earned me valuable points in the game.

Using unfamiliar words in business documents

Imagine reading a business document that used words such as *ersatz* and *achiote*. If these are common words used in your industry then they'd be acceptable.

However, if your reader is spending time thinking about what these words could possibly mean, then they may become frustrated and not bother reading the remainder of your document.

Your reader

Your document should always be about meeting the needs of your reader.

No matter the type of document that you're writing - a proposal, report or email - always ask yourself:

Can the document be written using clear language that is easily understood?

Sometimes words that are unfamiliar to the reader may need to be used. In such cases, these words should be accompanied with an explanation of their meaning. This ensures that if the reader doesn't understand the meaning of the word they won't become fixated on working it out and in turn your message becoming lost or forgotten.

Your document could be a proposal for new work. Would you want your potential client to struggle through your proposal? Or do you think they would appreciate an easy-to-follow document which will assist them in making their decision? If your document becomes 'too hard' then it's likely you may not achieve your desired outcome - winning the business.

How to choose the most appropriate words

You'll know the type of language that you should use by researching who will be reading your document. Ask yourself these questions:

- Will the reader expect industry-specific language?
- What is important to the reader?
- Will more than one person read the document?

An easy-to-use rule that can assist you is the **KISS** rule - **Keep It Short and Simple**.

To do this, check if your choice of words adds meaning and clarity to your message or if they have the potential to confuse the reader. If you have used unfamiliar words for the reader, review them and if possible replace them with simpler ones with a clearer meaning.

When writing your next document, consider the words that you're using and how appropriate they are for both the purpose of the document and the needs of the reader.

Although *achiote* and *ersatz* may be great words for your next **Words with Friends** game, having clearer words that add value, will result in a greater chance that your document will be read and in turn achieve your desired results.

What experiences have you had with unusual words in business documents?

[Click here to leave your comment](#)

Need a speaker, coach or facilitator?

If you would like assistance with your next presentation or would like to book Maria for your upcoming event please [contact the Infinite Growth office](#).

Maria has a [range of topics](#) which she speaks on as well as a [variety of programs](#) that she provides for individuals and groups.

[Find out what clients are saying about Maria's presentations and programs](#).

Contact Maria on **02 9687 7084** or reply to this email to discuss your requirements.

If you know someone who could benefit from this newsletter feel free to forward it to them.

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