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Message from Maria ...

Hi everyone

The last couple of weeks have been shortened working weeks due to the Easter and Anzac Day commemoration falling on the same weekend. I hope you had a relaxing time whether you stayed at home or ventured out in the holiday traffic.



This photo is from my time in the Lismore/Ballina area during April. What a lovely part of NSW! Thank you to the NSW Businesslink team for your kind hospitality!

This month's article - **Do you waffle?** - looks at the importance of planning a business document. Why should you plan your document? How would you or your reader benefit from you spending time planning your document? **Read on** for answers to these questions and more.

Next week we begin our [Online Business Writing Program](#). I'm looking forward to working with those of you who have registered for this program. If you or a colleague are interested in participating we'd love to have you on board! **Click here** for more information and to register for the program.

It's that time of the year again - [Australia's Biggest Morning Tea Event](#). We're co-hosting the morning tea with **The Parramatta College**. Join us for a worthy cause!

As always, we welcome your questions, comments and article ideas. [Contact us](#) at any time or simply reply to this email. A big thank you to those of you who contacted me with feedback on the **April Newsletter!**

A special welcome to our new subscribers!

Happy reading!
Maria



PS: Are you on Facebook? If so, [leave us a message on our Facebook Wall](#) - we'd love to connect with you!

Do you waffle?

Have you ever found yourself mid-way through a document and then realised that you'd waffled on without covering your key points? Were you sure as to what you wanted to achieve?

We live in an information age where most of us feel overwhelmed by the amount of information we're expected to read on a daily basis.

You as the reader

As a reader, which document would you prefer to read?

Document 1	Document 2
<ul style="list-style-type: none">• Has no logical order• Has an inconsistent layout• Uses terminology that you don't understand	<ul style="list-style-type: none">• Has a logical order• You can immediately find the section or sections that you need to read• Uses language that you understand

Which document would you choose to read?

Your document could be a report, proposal or an email. Whichever of these it might be you want your reader to actually read it. You wouldn't be writing it if it wasn't important, would you?

Benefits of planning

Do you plan your business documents? Most people that I speak to about their business writing often say to me that they're time poor and need to 'just get the document done'.

That's understandable however wouldn't it be better to have an approach to writing that made your life easier and would save you time?

Just as we gain an impression of a person when we first meet them, your document gives an impression of you and your business to your reader.

A document that is easy to follow with clear objectives will more likely be read.

To achieve this you need to spend some time planning your document. Researching, creating an objective and establishing an outline are key steps in the planning stage.

Planning your writing:

- Saves time
- Ensures that your document follows a logical order
- Ensures that nothing is left out

and

- Allows you to meet your deadlines.

Three questions

As a starting point, ask yourself these three questions:

- Why are you writing the document?
- Who are you writing for?

- What important information do you need to include?

What does this mean for you?

By answering these questions you'll be clearer as to why you're writing the document, who you're writing for and what the reader will need to read.

This in turn means that:

- You'll take less time to write and edit your document
- You'll write a document that'll meet your reader's needs
- Your reader will be more likely to take action as a result of reading your document.

By following these points you'll find that you'll save time writing and have a greater chance that your email, report or proposal will be read and acted upon.

Would you like to know more on how to effectively plan, write and edit your documents?

Then join us for our [online business writing program](#) on **10 May**.

Australia's Biggest Morning Tea

You're invited to our Biggest Morning Tea!

Join us on **Thursday 26 May at 10:30am** to support this worthy cause.



Last year we raised over \$400 for cancer research.

Check out some of the photos from last year's event on our [Facebook page](#).

[Click here](#) for details of the location for our morning tea.

Online business writing program



A practical **online business writing program** that teaches skills that can be applied immediately to your documents.

With this convenient online program you can learn effective business writing skills at your own pace and in your own time

[Click here for more information and to register for the program.](#)

About Infinite Growth



Infinite Growth offers a range of professional development services in the areas of communication skills, leadership development, customer service, business writing and presentation skills to assist individuals and businesses to achieve their goals.

Contact us to find out how we can assist you.

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

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W: www.infinitegrowth.com.au | E: info@infinitegrowth.com.au
T: +61 (0)2 9687 7084

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