

THE COMMUNICATOR'S MANIFESTO

*Before you review this copy,
please note that in writing/editing it for you, I've....*

1. Sequenced each point to tell a compelling story that our audience will like because they have a role in it.
2. Led and ended with positive messages.
3. Avoided words that may confuse or have a negative angle.
4. Aimed for consistent terms, conventions and facts across the organization, strategy and audience; avoided using the same word/phrase for multiple meanings.
5. Weeded out phrases that may rub your decision-makers the wrong way.
6. Applied affirmative words to make a positive point, versus relying on “not” to flip the meaning and running the risk of a quote with the “not” dropped.
7. Written like our audience speaks but avoided acronym clutter and defined the few used.
8. Avoided/identified challenges that could burn us in the long-term.
9. Taken steps to persuade our audience to respond the “right” way.
10. Written for one purpose but built-in short-cuts for this text to be reused in other ways.

*I've also written/editing for clarity, brevity & variety
with my eye on our audience – the hero of our story.*