

class # 10

- quiz 3 thurs.
- clip of the day
- jokes
- hilda returned
- framing
- dr. reed
- business plan: Old North Face

clip of the day

bert code grooms it



jokes

clip of the day

hilda

Spell out numbers unless there's a reason not to:
'sixty days', not '60 days'

Buffer theme should make sense. Is someone who is threatening to sue you a "loyal customer"

Avoid abstract explanations. Look for ways to be concrete.

Use a narrative explanation: First this, then that, and then ...

Sentences:

Wordy

Stiff or overly formal

Static/passive

see p. 22 in coursepack

The reason that the IRS penalized you is because the bonds you cashed in were not in a tax-deferred account.

~~The reason that~~ the IRS penalized you ~~is~~ because the bonds you cashed in were not in a tax-deferred account.

The IRS penalized you because you cashed in a non tax-deferred bond account.

As a tax accountant, you know how much I hate stupid mistakes.

As a tax accountant, I hate stupid mistakes.

You know how much we tax accountants hate stupid mistakes.

As a loyal customer, we value your patronage.

You are a loyal customer, and we appreciate your patronage.

What you need to do is pay off these penalties as soon as possible because they are increasing every day.

What you need to do is pay off these penalties as soon as possible because they are increasing every day.

You need to pay off these penalties as soon as possible because they are increasing every day.

Wordy phrases to avoid:

due to the fact that

in regards to

a question related to

see their reasons

in my response I stated that

because

about

about

why

I told you

Compound adjectives

tax-deferred account

one-hour session

time-sensitive matter

review

frames

pathos, ethos, & logos frames

resistance frames & counter frames

examples

letterhead

Phase 1: Content, organization

Phase 2: Clarity--make it easy for your audience to understand

Phase 3: Correctness: catch all the typos, dangles, lie/lay mistakes, etc.

Phase I: Content, organization

Opening: Does it establish a receptive space?

Body:

Problem Development: Does it establish a motivating problem?

Solution Development: Is Solution concept clear? Are primary & secondary benefits developed? Is there a primary benefit punchline?

Close: What's the next step? Is there a yes/no request?

Make it easy for your audience to understand

1. Circle the 'to be's
2. Tone: identify your passives
3. Hidden verbs?
4. Wordy phrases? '-ly' words?
5. Commas & semicolons?
6. Rewrite the problem sentences.

the business plan

presentation dates

The Old North Face

Business Plan Structure

see coursepack, p. 57

work plan