

The Importance of Good Writing

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Your future bosses want...

- Good writing!
 - Ask current professionals.
 - Consult management textbooks.

Ten tips for better sentences

- ❑ Challenge *to be* verbs.
- ❑ Use active voice.
- ❑ Challenge modifiers.
- ❑ Challenge long words.
- ❑ Challenge prepositional phrases.
- ❑ Challenge long sentences.

Ten tips for better sentences

- ❑ Avoid overused expressions.
- ❑ Avoid placing important words or phrases in the middle of a sentence.
- ❑ Keep the focus on the reader.
- ❑ Read your sentences aloud.