



# WRITE RIGHT:

## HOW TO WRITE, BE ENGAGING & BE UNDERSTOOD

According to Inc. Magazine, 73% of employers look for candidates who have strong writing skills. But because we've become a society that writes in shorthand, texts and emojis, when it comes to communicating through the written word, we've become challenged.

In today's work world, so much of our communications are done through email. And if the writing isn't engaging, clear and concise it could create a lot of wasted time... not to mention it reflects poorly on the company.

Many recruiters and companies looking to hire actually ask for writing samples before they even want to meet the candidate. But in schools and universities, teaching writing is often overlooked.

### When smart people write dumb things

Oftentimes, even the most articulate, witty people tend to lose their personality when it comes to putting words on a page. In an effort to sound professional, they end up

writing in awkward phrases or ramble on causing confusion for the reader.

As much as people see a blank page as daunting, when you have the skills to write well, it's a whole different story.

### It's easy to write better

Our Write Right hands-on workshop helps people become more comfortable writing. They learn how to think clearly, write better and critique their own stuff. Through a series of practical writing exercises, presentations, and tools and tips they can easily write better or get themselves out of writer's block.

People who have gone through this workshop noted that it helped them "think differently about what they wrote", "made writing less scary" and made them feel like they could "make anything they write sound interesting."



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