The Written Word

The content and look of written materials are both important.

**Here are some tips:**
- Know what you want to say.
- Organize your message in a logical manner so others can follow it.

**Choose a “voice” or style that fits the situation.**
- Use formal language for business-like materials.
- Relax a bit for promotional or social writing.
- Express warmth and respect for the reader, for FCCLA, and for yourself.

**Be brief and to the point.**
- Keep a warm tone, but cut out unnecessary words and off-target details.

**Always be accurate.**
- Double-check all details.
- Spell names and other words correctly.
- Use proper grammar and punctuation.

**Use an appropriate format.**
- Consult resources for details on how to format business letters and press releases.
- Collect samples of well-formatted brochures, advertisements, newsletters, etc.
- Use templates provided with computer programs.

**Allow plenty of time so you can write and revise at least one draft.**
- Ask a good writer to review and comment on your draft.
- Include his or her suggestions in your final version.

**Activity:** Go online, and find 2 examples of great use of the written word, and 2 examples that could use some improvement. Write at least 2 reasons why you selected each example.