

Communicate as if your business depended on it.

The fact is, it might...your next customer might be captivated or keep away, depending on the message you send.

Greetings! This is Zuzana Urbanek, and I'd like to share some recent news with you. If you are like most businesses, it may not be news to you.

The *New York Times* reported that in a recent study, "the National Commission on Writing, a panel established by the College Board, concluded that **a third of employees** in the nation's blue-chip companies **wrote poorly** and that businesses were spending as much as \$3.1 billion annually on remedial training." The article entitled "What Corporate America Can't Build: A Sentence" cited such examples of miscommunication as the frustrated supervisor who can't understand his employees' memos, and the case of the customer letter whose unintentionally hostile tone could turn a minor issue into something to sue about.

The lack of writing skills among business people costs companies time and money—and it may even cause trouble.

People are bombarded by information today. If your message is not **clear, strong, and accurate**, recipients are most likely to ignore it. Or, you may be inundated with questions—ones that you were trying to answer in the first place! Either way, you have just thrown your time and money out the window.

What can you do about it?

The blue-chip companies mentioned in the article spent nearly \$3.1 billion in 2004 to remedy the situation. Don't worry: You don't have to spend nearly that much!

Z-ink is your source for professional writing, editing, proofreading, and training to meet all your communication needs. We can review your marketing materials, newsletter, correspondence, or other materials that carry your message and provide an assessment of needs.* Then, together, we can discuss a solution tailored for you, whether that entails assistance with writing and editing, training for employees, or some combination of these.

Just as individuals are judged on appearance (right or wrong), businesses are judged on the quality of their communication.

* All company materials are kept in the strictest confidence (non-disclosure can be signed at your discretion). Evaluation comes with no obligation to retain Z-ink for services.

Please explore the **Z-ink** Web site to learn more and see what we have done for others. Contact us by filling out the form on the Contact Us page or by sending an email message. Also, please feel free to forward information about **Z-ink** to others who may have an interest in improving the quality of their communication. I look forward to reading *your message!*

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