To: Evan Crisp, bahaguy5454@hotmail.com

From: Richard Bryant, ENGL 301 Technical Writing Student

Date: March 7th 2017

Subject: Best Practices on how to use You-Attitude

**Introduction**

I wrote this article on best practices to aid you to communicate more effectively in your emails and with your other business contacts.

**You-Attitude Best Practices**

Here I have provided examples for you to follow so you may improve You-Attitude in your own work.

* Clarity
	+ Avoid lengthy phrases
	+ Use an active voice, rather than passive
	+ Provide an appropriate amount of information
* Concise
	+ Eliminate redundancy and repetition
	+ Use strong verbs, rather than weak ones
	+ Turn negative phrases into positive ones
	+ Remove unnecessary qualifiers, such as “that”
* Fluency
	+ Combine related ideas
	+ Use appropriate sentence structure and length
	+ Use short sentences to amplify emphasis
* Word Choice
	+ Use analogies to clarify and explain ideas
	+ Exclude ambiguous words and jargon
	+ Review all grammar, spelling, and autocorrect errors
	+ Use “I” and “We”
	+ Be factual
	+ Only use neutral expressions, like “chairperson”.
* Tone
	+ Retain consistency for the audience
	+ Make sure to address readers directly
	+ Choose a formality level people expect and is appropriate
	+ Be sensitive to cultural differences
	+ Use ethical and legally acceptable word choice

**Conclusion**

As you adhere to these practices, we can improve our communication and decrease future misunderstandings and potential issues.

Please feel invited to contact myself for any clarification at rickbryant.ls@outlook.com, or at 250-585-3434.

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