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From: Richard Bryant, ENGL 301 Technical Writing Student

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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](mailto:rickbryant.ls@outlook.com), or at 250-585-3434.

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