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To: pam@hurleywrite.com
Subject: "Noise" in Writing



Empowering professionals to write with skill and confidence

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Eliminating "Noise" in Writing

In our onsite classes, we always discuss reader-centered writing; that is, writing that fully considers readers and what they want and need and how they're going to use the document. Another element of this is "noise."

"Noise" can be categorized as the distractions readers face when reading. Some of these, of course, are caused by the writer and some are the result of noisy offices, working in a cube with the constant distractions of that, phones ringing, colleagues talking—you get the picture. While, as writers, we can't necessarily control our readers' physical environment, we can create a document that helps minimize those distractions to help the reader focus. Some of these include

- Shorter paragraphs
- Increased use of headings/subheadings
- More white space

Helping the reader get through the document quickly and easily benefits both the reader and the writer—the reader is better able to read and understand the document, and the writer, among other things, is more likely to get the message across. A win-win solution for everyone!

Video Writing Tips

Later this year, we plan to launch a series of video writing tips we're calling "Hurley's Writing Hints." The video will be delivered directly to your computer every day for a specified period. We'll be discussing it in our newsletters and it will be announced on the site.

If you want to be the first to know, send an email to info@hurleywrite.com.



Welcome to 2011

Thanks to all of you who attended our onsite courses and/or took an online class in 2010. For 2011, we plan more exciting classes, with additional web-based initiatives. We're celebrating 20 years in business this year and accordingly, we'll have plenty of great new offerings!

Are you Subscribed?

Are you subscribed to our monthly newsletter? If not, send an email to info@hurleywrite.com with "subscribe" in the subject line. If you're interested in archived editions of our newsletter, visit www.hurleywrite.com/newsletter.asp.

What's New...

Webinars—We'll launch our webinars in April this year. Stay connected by visiting www.hurleywrite.com often. We'll soon post topics and dates.


Word of the Day—We've added a "Word of the Day" to our site. Visit hurleywrite.com/#word.


Just for Fun

Funny quotes about writing: <http://quoteparadise.blogspot.com/2008/01/10-funny-quotes-on-writing.html>. We're always

looking for good humor about writing topics!
Send links to us at info@hurleywrite.com.

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When you need editing and/or proofreading help, go to www.myprofessionaleditors.com. We have quick turnaround and are reasonably priced.

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