

## Tips for Written Communication

Writing well improves understanding, prevents wasted time, and ultimately, saves you money.

### **Clarity**

Business writing is often obscured by clouds of wordiness. Be direct in stating what you want. Time is valuable both to you and to the recipients of your message. Show respect for others by getting directly to the point.

### **Simple Words**

Short and simple is the best way to communicate. Use plain, simple words and phrases instead of excessive technical terms and jargon. Use proper terminology when needed of course, but don't overwhelm your readers.

### **Short Sentences**

Short sentences sound just as businesslike as long ones. Write concise, direct statements. If a sentence contains 55 words, it's too long. Break it up into two or three shorter ones. Your readers will thank you for it.

## Client Testimonial

"Gayle adapts her writing style for a variety of audiences and always finds the right approach. She has excellent grammar, proofreading and editing skills, and will make a valuable contribution to your writing projects."

*C. Davila, VP, corporate communications,  
BioBridge Global*



## Contact Information

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*Helping Your Business Succeed*

**Prettyman's Pen is a freelance writing service specializing in business communication.**

## What's Your Story?

Everyone has a story.

Your business has something to say to your customers. You want people to know what makes you the best at what you do.

When solid, well-written material is required, an experienced, professional writer can best handle the job.

By using the services of Prettyman's Pen,  
You can focus on running your business;  
You complete projects quickly;  
You see your staff smiling more.

I understand the pressures and deadlines you face and I want your business to succeed. My skills will help you save time, save money, and make your work day so much easier.

Prettyman's Pen packages your knowledge and your information into straightforward, interesting copy.

Let me help you tell your story.



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## When You Need:

- Advertising copy
- Annual reports
- Blogs
- Brochures
- Business reports
- Community messaging
- Company profiles
- Executive bios
- E-zines
- Fliers
- Human-interest stories
- Industry news
- Instructional manuals
- Internal/external communications
- Invitations
- Newsletters
- Postcards
- Press kits
- Press releases
- Website content

## Why Prettyman's Pen?

### **Local Service**

In-depth knowledge of the San Antonio and South Texas market.

### **Bilingual**

For those projects needing two versions, one in English and one in Spanish.

### **Personal Attention**

Handles only a few clients at a time so your business receives prompt attention.

### **Wide Range of Services Available**

Write, Edit, Consult, Proofread, Publication Design and Production, Translate

### **Discounts**

Discounts available for multiple projects.

## Specialities:

**Marketing & Communication**

**Health care**

**Biomedical**

**Religion & Ethics**

**Business**

**Education**