

How to develop a

**Natural
Writing Style**

in business communications

@klaritidotcom

**Want to develop
a more natural
writing style?**

**In writing, what does it
mean that something
sounds natural?**

**It feels like someone
is talking to**

You!

Hi, I'm Ivan Walsh

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**Who do you
see?**

1. Write for one person

Entice them

Entertain **yourself**

Try to **connect**

Empathize

2. we're all the same

feelings
thoughts
senses

Ask questions

3. Create a dialogue

Invite the reader in

Ask **questions**

Encourage them

Stories help...

but

4. Stories give context

if authentic

But not manipulative

If too strategic

**Over using
YOU**

5. Be careful with You

Can sound **Buddy Buddy**

Or inclusive

Or disrespectful

Ask for Advice

6. Ask for advice

Encourage **engagement**

Make sure to respond

Share **what you learnt**

Put others

FIRST

Learn to really

LISTEN

**Be willing to
help others**

Teach,
Don't
PREACH

Takeaways

1. Write for **one**
2. Empathize
3. **Ask Questions**
4. Share real **stories**
5. Be careful with **'you'**

Thanks, Ivan

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