

March, 2021

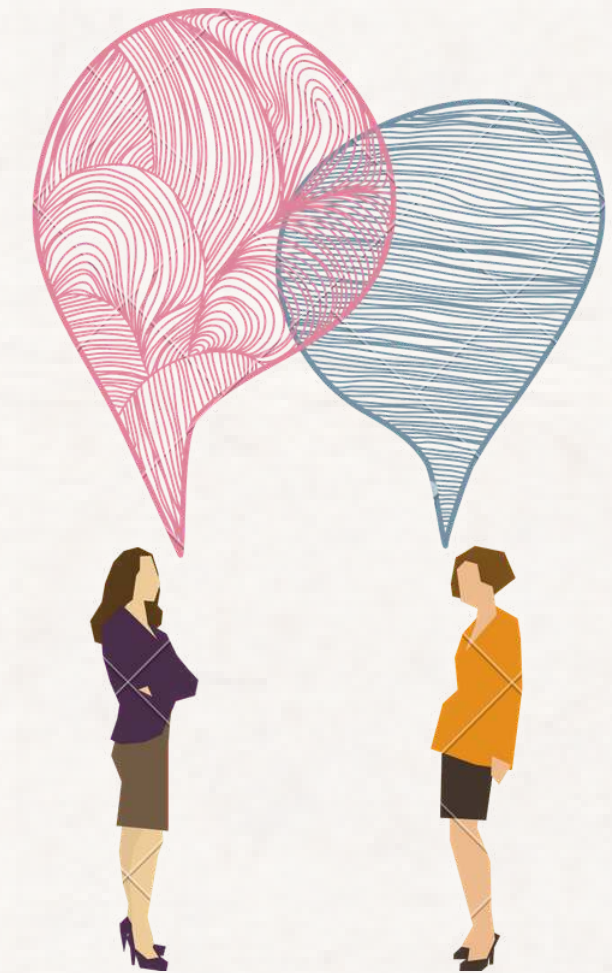
The Art of
Effective
Communication

Professional Communications



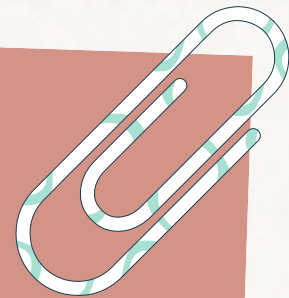
Today's Agenda

- 1 Introduction
- 2 Tips For Effective Communication
- 3 Question & Answer



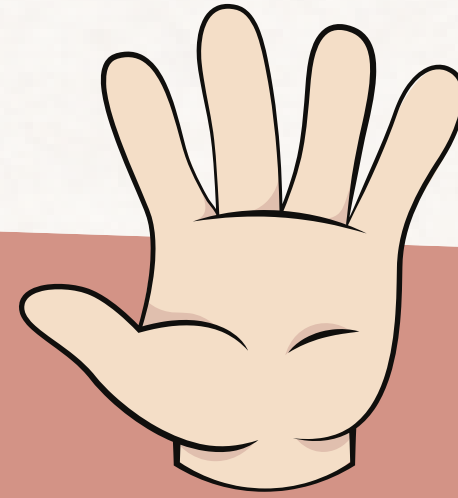
Introduction

- How did I decide on my career?
- My Career Journey
- Intro To Writing



News

Press



– 5 Tips –

Are
you
ready?

1

Know Your Audience

The Art of Persuasion



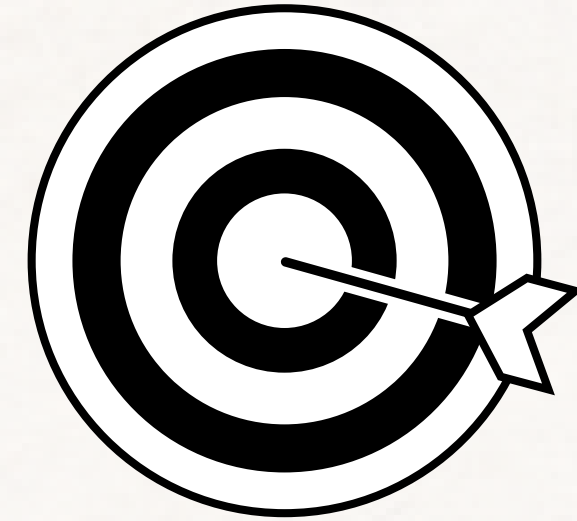
Identify
Your
Target
Audience

Know
Their
Age,
Taste,
Goals,
Interests

Choose A
Style
Which
Resonates

2

Make A Point.



Less is More when writing too.

Have A
Clear
Purpose

Start
Strong

Do's &
Don't

2

Make A Point.

Dont 's

- Use slangs/lingos
- Apostrophes
(*haven't, might've, etc*)
- Do not judge
- Long sentences/paragraphs
- Acronyms/unfamiliar terms

Do 's

- Spell out numbers (1-9)
- Write in an active voice
- Coherent flow of thoughts/ideas
- Use constructive language

(it was slightly challenging vs this experienced stretched my skillset)

3

USP



Create
Value

Highlight
Unique
Strengths

Be
Proficient
in
Skillset

4

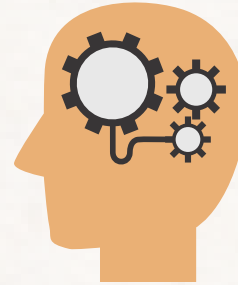
Three Key Appeals

Ethos
(Character)



Present
yourself as
trustworthy
& credible

Logos
(Logic)



Use facts,
statistics,
concrete
evidence/
examples,
reason

Pathos
(Emotion)



Create
connection
& Evoke
emotion

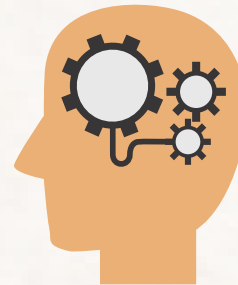
4

Three Key Appeals

Ethos
(Character)



Logos
(Logic)



Pathos
(Emotion)



The recession has forced some people to live with a smaller monthly budget resulting in many living on one meal a day (**emotion**). Spoiling children makes it difficult for them to endure hard times as it inhibits them from properly learning how to earn things on their own, making it harder for them to share things and interact with others (**character**).

[A news report, feature article, or some type of personal story that shares an incident in which a spoiled child was ungrateful to his/her parents and/or was disrespectful towards them.] (**Logic**)

5

Correct Your Work

Revise:

Alter &
Amend

Edit:

Spelling &
Grammar

Proof
Read:

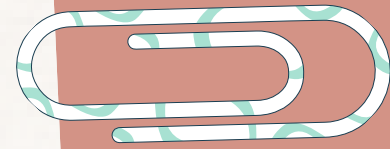
Final Look



Writing is a way to express yourself and showcase your personality. Do not get caught up with the little details that you miss the big picture – to make an impression & a point.



– In closing –



**Thank
you!**

