




WRITING FOR BUSINESS

Who Are You Writing For?

- Who is your audience?
- **ALWAYS** know your audience.
- Are you writing to your current clients?
- Are you writing for potential clients?
- Writing as an authority that can appeal to a general audience (can depend on the business).



Felicia (Lisa) Middleton

- *Author*
- *Architectural Designer*
- *Educator*
- *Entrepreneur*

www.amazon.com/author/FeliciaMiddleton
www.facebook.com/LiteralLeeMe



What Are You Writing About?

- Write about what you know.
- Choose specific topics about your work.
- Write as an authority.
- Be truthful.