

- This 60+ page proposal resulted in the book being published by McGraw Hill.
- A book proposal is similar to a business plan and a governmental or foundation funding request. It uses the journalist's 5Ws (who, what, when, where, why, and sometimes how) to outline:
  - what it's about
  - who the readers/buyers/potential users are
  - why this project is needed
  - ideas about promotion and distribution
  - a competitive analysis
  - a timeline
  - revenue & expense information.

## **Business Writing for Results:**

How to Create a Sense of Urgency and Increase Response  
to All of Your Business Communications

by Jane K. Cleland

### ***Concept Statement***

#### **The Most Important Skill You Need in Business**

Malcom Forbes once said, "A good business letter can get you a job interview, get you off the hook, or get you money. It's totally asinine to blow your chances of getting whatever you want with a business letter that turns people off instead of turning them on."

Here's the bottom line: If you can't produce well-written communications, it's unlikely you'll achieve business success. No matter what your industry, no matter what

your job, no matter what other business abilities are required to succeed in your career, you *must* be able to get your points across clearly and persuasively in writing. Writing well in business involves more than merely following the rules of grammar. It requires a keen understanding of two things:

1. Your objective – what do you want your readers to *do* as a result of reading your material?
2. Your target audience – what is going to motivate your readers to *do* whatever it is you want them to do?

Most business professionals understand that the ability to communicate clearly and concisely is not an optional business skill; it's a *critical* one. What they usually haven't considered is that *business* writing is a different kind of writing than that which they learned in school. It's neither academic nor informal. It differs from technical writing, creative writing, and journalism. Just as each of these writing styles has standards unique to it, so too is business writing unique. At its best, it's conversational without being chatty, accessible without being too familiar, clear without being overly simplistic, and professional without being stuffy. This book sets out an easy-to-use and easy-to-understand three-step system *guaranteed* to help readers write business communications well.

It would be a pleasure to show you my portfolio.

212.949.0867

[jane@janecleland.com](mailto:jane@janecleland.com)