

Are We Losing the Desire to Write Well?

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**By Tim North**

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British polling company ICM Research recently conducted a survey that found that around two-thirds of the two thousand 18-24 year olds surveyed cared "NOT AT ALL" about punctuation, spelling and grammar when composing e-mail.

This overly casual attitude to e-mail seems to be quite widespread -- and not just among 18-24 year olds. Much of the e-mail I receive (from both friends and business colleagues) is poorly written. Now this may be defensible in personal correspondence, but sloppy writing has no place in business.

Remember, you are JUDGED on the way you write.

In a face-to-face meeting, you will be judged on your looks, height, clothing, perceived wealth, accent, class and a whole host of other features. While we tell our children not to judge a book by its cover, the reality is that we do exactly that every day of our lives.

When reading a piece of correspondence from someone you have not met face-to-face, though, none of these factors are present. You have only one thing with which to form an impression of them -- their WRITING.

So, in this twenty-first century world of increasingly faceless communication, your writing is more important than ever. I say again: you are judged by the way you write, so write well.

End of rant.

Tim North <http://www.BetterWritingSkills.com> [info@betterwritingskills.com](mailto:info@betterwritingskills.com) You'll find over 200 tips like this in Tim North's new e-book **BETTER WRITING SKILLS**.

### **3 Steps To Home Business Success**

**By Dean Phillips**

If you own a home business, there are 3 things you absolutely, positively must have, if you want to be successful:

1. You must have a guru or mentor:

If you aren't proficient in Internet marketing, website design and copywriting—and most people aren't, do the smart thing and seek out an Internet marketing expert to help you. This can be a huge financial advantage for you, because 90 percent of those individuals coming online don't have a clue what their doing. And instead of doing the smart thing and seeking out an expert for help, they'll just struggle along trying this and that and losing money, until they're finally forced out of business.

2. You must have a back-up plan:

Not having a back-up plan for your home business is like being stuck out in the desert with a flat tire and no spare. You just aren't going anywhere. Sometimes, try as hard as we might, our ideas just don't work and we have to scrap them. That's why you should always have a back-up plan. Give your home business every chance to succeed, but if you sense it's not going to happen, don't be afraid to pull the plug on it and move on to plan "B."

3. You must have relentless desire and determination:

This is the number one reason why most people don't succeed. They don't have relentless desire and determination. I want you to commit the following words to memory:

"Any success you achieve will be in direct proportion to your desire and determination. The more desire and determination you have, the greater will be your success!"

Here's another example to illustrate my point:

Most people think it's Kobe Bryant's amazing talent that sets him apart from the other players in the NBA. And make no mistake, his talent does play a significant role in his success. But what really makes Kobe Bryant special is his "relentless desire and determination." He just wants to win more than everybody else.

That's the mindset you have to have. You have to want to succeed with your home business more than anything else in the world—anything!

And remember these words:

## Are We Losing the Desire to Write Well?

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Dean Phillips is an Internet marketing expert, writer, publisher and entrepreneur. Questions? Comments? Dean can be reached at [mailto:](mailto:mailto:)

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