



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES, INC.
MANAGEMENT CONSULTING GROUP

WILL ROBERTSON / JAY McDOWELL / LISA WALKER

Will@PS-MCG.com Jay@PS-MCG.com Lisa@PS-MCG.com

ISSUE 92

562-577-7000

Write it Right the First Time

About a year ago I picked up a book at one of the big book store chains. It was a book about organization and goal setting. I paid for it, took it home and intended to read it over the weekend. Imagine my surprise as I browsed the first few chapters only to find that someone had accidentally published the pre-edited version of this book. I'm not talking about the proof copy, I'm talking about the very first manuscript that would have been sent to a professional proof reader, editor, copy expert to correct the typos and grammatical errors.



MasterWriter

**Everything the writer
needs in one program**



We have a tendency to expect that anything published, from the local newspaper to magazines and books, are near perfect in their sentence structure, wording and spelling. When we pick up a newspaper and catch errors that any proofreader would have caught we wonder what has happened to professional writing. The usual answer is “The computer did it.” We have come to depend on spell check far too often and little errors get past this tool. At least one person we know actually did something about it. His name is Barry DeVorzon, President and CEO of MasterWriter, Inc.

Before founding MasterWriter Barry enjoyed a highly successful career in music where he became a prominent name in the recording industry. He has twenty hit records, which he has written and / or

produced. He also developed one of the more successful independent record companies of that time. The label was Valiant along with his publishing company, Tamerlane, eventually sold to Warner Records. He was nominated for an academy award for *Bless the Beasts and the Children*. His music for television has earned him six Emmys.

Barry's decision to create MasterWriter came from a desire to have a tool that would support writers in a way that simply was not available prior to his development of it. Barry wanted to create a unique and revolutionary reference dictionary that opened up a new world of possibilities for descriptive words and ideas that are not found in a thesaurus or any other reference dictionary. He calls them "word families." He then added a collection of over 33,000 phrases, sayings, idioms, and word combinations. The end result is a tool that helps creatives and corporate communicators alike. We use his software in our offices and frequently use it in the production of Monday Motivator. Pass this Monday Motivator on to the creatives in your company to see what they think.

When you are ready to write for your blog, that book you've been working on or that online journal you want to create, this tool will help.

<p>RHYMES</p> <p><i>The ultimate rhyming dictionary with over 100,000 entries, 36,000 Rhymed-Phrases, and a complete collection of close rhymes.</i></p>	<p>PHRASES</p> <p><i>The Phrases dictionary contains over 33,000 phrases, sayings, idioms, cliches and word combinations.</i></p>
<p>WORD FAMILIES</p> <p><i>A unique reference dictionary that will open up a new world of possibilities for descriptive words and ideas.</i></p>	<p>ALLITERATIONS</p> <p><i>Alliterate descriptive words with filters that allow you to search by part of speech, word polarity and word intensity.</i></p>
<p>SYNONYMS</p> <p><i>The only electronic version of The Synonym Finder, which in our opinion, is the best thesaurus on the market.</i></p>	<p>DEFINITIONS</p> <p><i>The American Heritage Dictionary of the English Language provides the definition and pronunciation.</i></p>
<p>THE WORLD</p> <p><i>A unique collection of over 11,000 icons of American and World Culture that will help put colorful elements and images in your writing.</i></p>	<p>ORGANIZATION</p> <p><i>Easily organize all the information related to your projects. Come back in a week or a year and it will be there just as you left it.</i></p>
<p>AUDIO</p> <p><i>Easily capture and manage your audio recordings. You can also import and export .mp3 audio files.</i></p>	<p>MOBILITY</p> <p><i>Good to go on all devices, which gives you the flexibility to capture your inspiration whenever, and wherever you are.</i></p>

Good writing skills are a must if you want to be respected as an educated, articulate, professional communicator. One of the best online locations for a [quick study of this topic can be found here.](#)

There are a few rules of good writing that all business owners might want to pay attention to:

1. Know why you are writing in the first place. What is your message? Do you have the research necessary to support your point of view? Can you cite resources, links to data or other reading sources to add to the value of your content?
2. Who is your audience? If you're writing a resume to seek a new job it will help to look at dozens of other resume types online to see what looks like it fits your personality and skill sets. Free templates are online and easy to follow. Just fill in the blanks. If your audience is an online group that might be interested in your blog then you'll need to pay more attention to focus on your point with minimal word counts. Get to the point and make your blog post interesting and fun to read.
3. What is your call to action? Usually when we write something there is a reason and then something we'd like the reader to do after reading our content. Can you offer some additional



value via an online link? Might there be some product or service that applies to your written content that earns you some revenue in the process?

4. Finally, keep it simple and just do it. Most people say they would like to write a book (including me) but just don't take the time to start it, continue it and finish it. Many say they would like to post a



blog but are intimidated by the process. Our advice is to look online and see what blogs look like, when they're posted and how often. Also, how the data points are organized and cataloged for easy sorting when your audience does notice your work.

In summary, you might want to write a business plan, an executive summary, a resume, a blog, a magazine or newspaper article or even a book. If you want the respect that comes from correct writing as your second way to communicate (after speaking) [you can learn more at this excellent link](#). While it might seem easy to get by with minimal writing skills, remember that writing is one of those skills that if you don't use it you lose it. Your ability to write degrades over time if you don't continually write on a day to day basis. Using a program like MasterWriter can be a big help. Check it out when you can.

We want to thank Barry DeVorzon for his permission to showcase his excellent writing toolkit! I have used it and highly recommend it for your own creative inspiration. It is very well thought out.



Considering the best way to navigate the transition or exit from YOUR business? Start with your trusted business or executive coach. By taking this free 22-question, multiple choice online assessment, you will get a 12 page summary report showing you how prepared you are for such a move. You'll learn about your preparedness in the areas of financial, planning, revenue and profit, and operations. When you get your report give us a call and we'll go over it with you at no cost to you. Sometimes it's a confirmation that

you have all your ducks in a row and sometimes it's a reminder that a few details need your attention. In any case, it's a great snapshot of your personal business transition or exit readiness. For your FREE assessment and 12-page summary report: <http://www.exitmap.com/ps-mcg/>

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies, Inc. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is www.PS-MCG.com Our E Mail addresses: Will@PS-MCG.com and Jay@PS-MCG.com



Will Robertson, Founder / CEO



Jay McDowell, President / MBA

Our consulting and business / executive coaching focus supports leadership, management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency, business transition or exit strategies and online goal tracking projects. Our other team members bring additional disciplines as well. If you have editorial content and would like to be featured in one of our business journal editions drop us an email with your ideas. We may showcase you in future editions of this business journal.