

# Make those letters count

Although electronic mail is a reality in some circles, the old-fashioned letter is still as important as it was a century ago. Letters are useful for expressing opinions and ideas to friends, relatives, politicians, colleagues, professionals, members of organizations — actually anyone!

But a letter isn't simply sitting down and writing, not if you want it to accomplish something specific. For instance, if your group is writing to your MP, would you expect the writer to just scribble whatever comes into her mind in the 10 minutes it takes to write the letter? Not likely!

Here are some pointers from writer Karl Schuessler's book. Please be advised... This is no way to write.

1. Always think before you write.
2. Clearly identify the objective you want your writing to achieve.
3. Once you start to write get to the point quickly.
4. Look for ways to state things from your reader's point of view.
5. Most of the time be BRIEF.
6. Organize your points so that your reader has a clear and logical path to follow.
7. Design your sentences and paragraphs for impact.

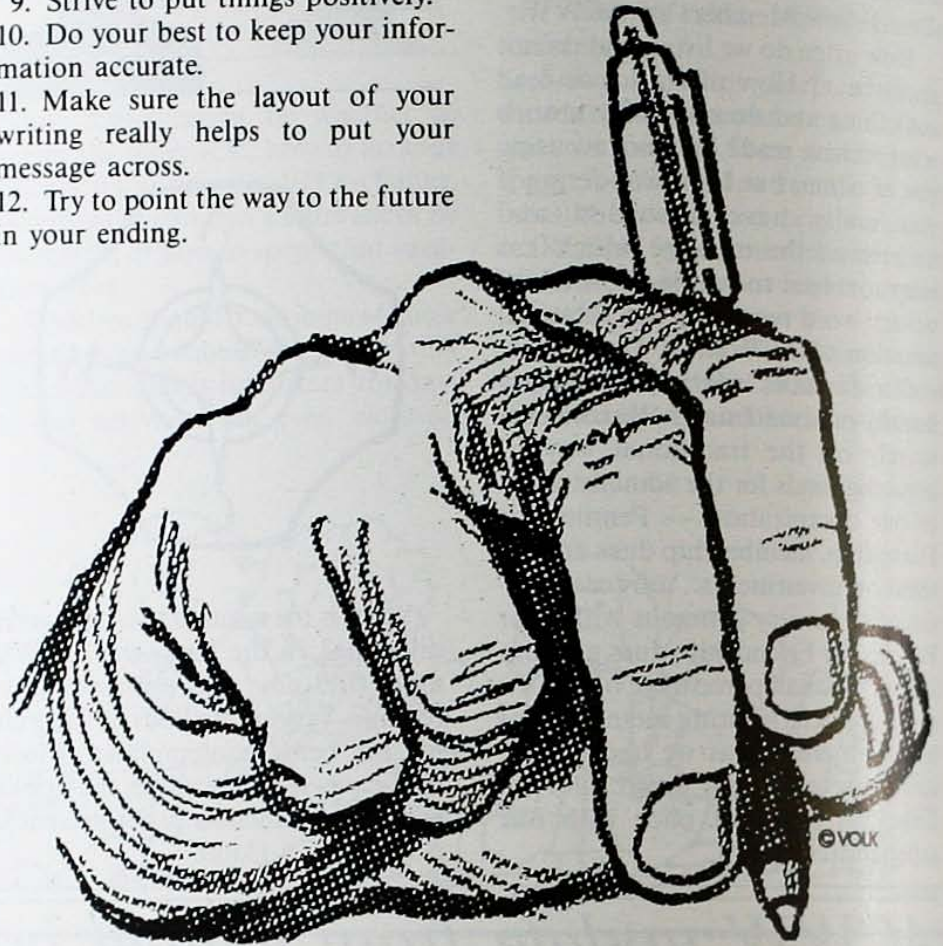
8. Take care in your choice of words — prefer those that are simple and concrete.

9. Strive to put things positively.

10. Do your best to keep your information accurate.

11. Make sure the layout of your writing really helps to put your message across.

12. Try to point the way to the future in your ending.



## Some pointers on displays

Here's a couple of tips for those of you who make displays.

### Colors for Visibility

1. Black and yellow
2. Black on orange
3. Orange on blue
4. Green on white
5. Red on white
6. Black on white
7. Blue on white
8. White on blue
9. Orange on black
10. White on black

### Letter Size

If you're using lettering on a display or poster, you will want to know how big the letters should be.

Here's a rule of thumb to remember. If the letters are one inch high, they can be seen up to 25 feet away. By

using the ratio, it is easy to determine that letters four inches high can be seen up to 100 feet away.

