
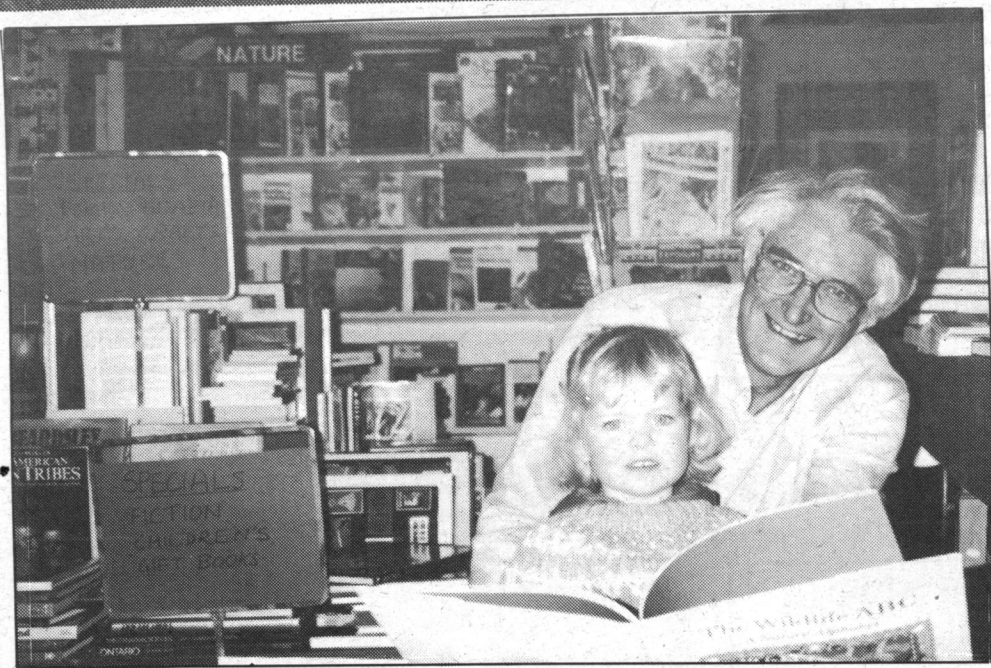


# Taking care of Business

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A skid load of books for all ages have just arrived at Oxbow Books, 102 Main St., downtown Georgetown. Tiny customer Kourtney Hulme looks through a few pages of a child's book with owner Norman Holt.



Fran Whiting, manager of Big K Music, stresses fast, friendly, helpful service to customers of all ages and musical tastes. Big K Music is located in the Georgetown Marketplace, 877-1903.

## Chamber workshop

The Halton Hills Chamber of Commerce presents a luncheon workshop for small business and the self employed entitled "Seven keys to up your cash flow" Nov. 18.

The workshop leader is Ian Mishkel has comprehensive experience owning and operating his own businesses over the past decade. The seven keys to up your cash flow are:

- 1) Get a grip on your financial position.
- 2) Understand your cash flow.

- 3) Control your cash.
- 4) Manage your accounts payable.
- 5) Manage your accounts receivable.
- 6) Smart banking.
- 7) Planning and forecasting.

This workshop has been created to simplify cash flow planning and management. Poor cash flow planning and management is the key factor in the failure of small businesses today. For more information and to register please call the Chamber at (905-877-7119).

## Business writing

By Donna Papacosta  
Special to HHTW

Do you freeze when you have to do a business report? When it's your turn to pen the company newsletter, do you start perspiring under the collar? It's funny, isn't it, that all of us can write, but only some of us can "write."

Being able to put words together clearly and persuasively doesn't come easily to everyone, but all of us can improve our writing if we apply ourselves to the challenge.

Here are five steps toward better business writing, whether the end-product is a proposal, a newsletter, or any organized collection of words on paper.

1. Know your audience, and your objective before you start. Organize your thoughts. One of the biggest problems in business writing occurs when you dive right in without planning or forethought. Is this letter to a customer, your boss, or your staff? What are you trying to accomplish? What tone should you use? Answer these questions, either in your head or on paper, before you begin. 2. Use simple words, avoid jargon and difficult language. Be direct. Don't think you must crank up the level of difficulty of your language because you're writing for a business audience. Yes, you write a proposal differ-

ently than you do a letter to your Aunt Maude, but you still need to write simply and directly, without miring your thoughts in convoluted language. For the sake of your readers, avoid jargon unless you are writing a technical document that absolutely requires it.

3. Use the active voice. Doing this automatically makes your language clearer and livelier. Use the passive voice only when you're deliberately trying to take the bite out of a sentence. Otherwise, use the active voice to make your writing come alive.

4. Use headings and sub-heads. They keep your thoughts organized, make it easier for your audience to read, and increase the chance of getting your message across. A busy executive should get a good idea of what your report is about by just scanning your headings.

5. Edit yourself after you write. Read your document to be sure it makes sense. Finally, check for spelling and grammatical errors before you print and distribute your work. If possible, have someone with a keen eye for detail check for you. One of the best copy editors in Toronto once told me that we allow mistakes print only because of arrogance: we think we know everything, so we don't check it!

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