

# THE 4 HABITS OF HIGHLY EFFECTIVE WRITERS

## 1 READ LOTS

Consistently reading quality writing helps you reproduce the same. It programs your brain in a good way. 'Not all readers are leaders, but all leaders are readers' – Harry S. Truman.



## 2 WRITE LOTS

Any job that forces you to write every day will do wonders for your writing. You need practice to grow your 'writing' muscles. If you don't have to write much at work, find a way to write regularly, such as blogging (shopping lists don't count).

## 3 KNOW YOUR AUDIENCE

Really understanding your audience helps you anticipate and respond to their reactions as they're reading, which keeps them engaged. Also, try to write the way they think so they focus on your message, not how you said it. That means writing in the language they use, and about the topics they're interested in.



## 4 PROOFREAD LIKE A PRO

Errors in your writing lower your credibility. Readers will trust you less. They may think you're sloppy, dumb or too busy. Even the best writers need time away from their work so they can see improvements. The biggest key: reviewing your writing with fresh eyes.



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