

## THE WORKPLACE WRITING MANIFESTO

1 **W**orkplace writing must be **USEFUL**.

2 It can be useful only if it's written for a real person **who really needs the information**.

3 Workplace writing is 90% about **content** and 10% about **presentation** the way a cargo ship is 90% about the **cargo** and 10% about the **ship**.

4 Content comes from reader's **questions** about the **ISSUE** in question.

5 You must keep a **laser focus** on the skills that help you develop **useful content** and present it simply and clearly.

6 Avoid **all** distractions.

7 Keep it **real**.