



One Eastside  
**SPARK**



Entrepreneurs' Roadmap Series:

# **Business Writing that Commands Attention**

Tuesday, July 19th, 2022 | 7:30 am - 8:30 am

**OUR WEBINAR WILL BEGIN SHORTLY**



OneEastside  
**SPARK**  
**WEBINAR**

**KRISTINA  
HUDSON**

CEO

**OneRedmond**

Founding Partner

**OneEastside**





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# 23 Eastside Cities & Towns



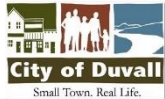
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Town of  
Beaux Arts  
Village



City of Bothell



HUNTS POINT  
*Washington*



# Eastside Supporting Partners



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**STARTUP425**





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# Upcoming & Recent Webinars

<https://oneeastside.org/programs/>

## Upcoming Webinars – August 2022

- Save the Date! Working Washington Grants Round 5  
*August 18*
- Early Childhood Equity Grants

## Recent Webinars

- 중소기업을 위한 워싱턴주 실업보험세의 이해 Understanding Unemployment Insurance (UI) Taxes in Washington State for Small Businesses (simulcast in Korean) *July 14*
- Entrepreneur’s Roadmap Series: Workplace Dynamics and Organizational Culture *June 21*
- Washington Festivals & Events Grant *June 16*



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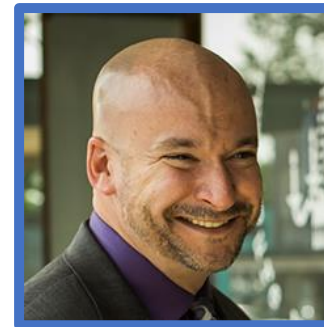
# Confidential, No Cost One-on-One Business Advising

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**Shawn Palmer**

*ASBC, MSML | Business Advisor*

Washington Small Business  
Development Center



Contact Shawn at [shawnp@oneeastside.org](mailto:shawnp@oneeastside.org) | (425) 885-4014 ext. 3



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# SCORE Mentoring & the Employee Retention Tax Credit (ERC)

**SCORE – Greater Seattle has helped local businesses claim approx. \$2.2 million of ERC.**



**Gary Becker**

*SCORE - Greater Seattle Chapter*

- Visit <https://www.score.org/find-mentor>
- Input zip code
- In free form area of application, state you want to meet with Gary Becker of the Greater Seattle Chapter
- About the ERTC:  
<https://www.irs.gov/newsroom/faqs-employee-retention-credit-under-the-cares-act>

- Mentors can provide guidance and support in multiple areas, including the ERC
- Assistance determining if you qualify for the ERC
- Help reviewing forms and







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**WEBINAR**



Chat

Need technical help during  
the webinar?  
Use the **Chat Box**



Q&A

Questions for the  
Speakers?  
Use the **Q&A Box**



Record

Recording will be available  
following the webinar



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Q & A

# Shawn Palmer

ASBC, MSML | Business Advisor  
**Washington Small Business  
Development Center**





**Shawn Palmer, ASBC, MSML**  
Accredited Small Business Consultant  
WSBDC Certified Business Advisor



**JULY 19, 2022**

# **Entrepreneurs' Roadmap Series:**

## **Business Writing that Commands Attention**



# Business Writing that Commands Attention



# BiZZniss righting that COMMANDS ATTENTION

## Overarching points:

1. It is not about perfection

C. It is about some attention to detail

## A return to basics:

1. Use capitalization and punctuation
2. Know your audience
3. Write what we mean; meaning what we write



# The deteriorating value of Please and Thank You

We tend to emphasize what we read most recently, so place the “please” at the end of the sentence.

“To ensure success of your department’s sales campaign, coordinate your efforts with Accounting and Marketing, please.”





**The deteriorating value of  
Please and Thank You**

**"Thank you." (6/10)**

**"I appreciate that." (2/10)**

**"I appreciate you for that." (9/10)**



**Make your recipient feel valued.**

**“I will follow up with you Tuesday of next week.” (4/10)**

**“You can expect me to follow up with you Tuesday of next week.” (7/10)**



**Make your recipient feel valued.**

**“Mrs. Romanova, I appreciate you for sharing your time with me today. You can expect me to follow up with you Tuesday of next week.” (10/10)**



**Avoid these at all costs:**

**"As stated in my previous email..."**

**"Just a friendly reminder that..."**

**"THIRD FRIENDLY REMINDER...  
LAST CHANCE..."**



**Avoid these at all costs:**

**"As stated in my previous email..."**

**"I know you are busy, so just a friendly reminder that..."**

**"I know you are busy; we're all busy..."**



**Avoid these at all costs:**

**“Let me know.”**

**“Should there be anything I may do or answer for you, please always ask.”**



**Avoid these at all costs:**

**“So that we may plan accordingly, your head count by noon on Thursday is greatly appreciated, please.”**

**“So that I can tabulate each team member’s input, your reply by noon on Thursday is most appreciated, please.”**



**Avoid these at all costs:**

**"I assume..."**

**"In summary, I understand you to mean... Is this accurate?"**

**"I assess our best course of action to be..."**



**Avoid these at all costs:**

**"get"**

**Acquire or obtain; understand,  
convince, travel to, catch, befuddle,  
take revenge on, cause**



# Email Specifics:

1. Change the subject line
2. Start a new message thread
3. Reply All
4. Reply (cherry pick)

# Email Specifics:

5. Read. The. Messages.
6. abbrev., jargon, and ANUETW
7. YELLING IN ALL CAPS
8. Conversation by proxy

# Hand-written cards:

1. Greeting and closing
2. Thank you -- specific
3. Meeting for the first time -- succinct
4. Negative or sad news -- positive



# Business Plan:

1. Executive Summary -- write it last
2. Formatting -- make it reader-friendly
3. SWOT analysis -- your mom isn't here



# Branding:

1. Multiple ways to contact
2. Know your audience
3. Cohesion

# Social Media:

1. Content is content, even if not yours
2. Mutually cross-connected
3. Give, give, ask



To explore small business resources,  
including our knowledge base,  
Entrepreneurs' Roadmap, visit:

<https://OneEastside.org>





<https://OneEastside.org>

**Coming soon!**

**Writing Lab**



**My sincere appreciation:**

**Kristina, Kathleen, Margo,  
Samantha, Sara**



**WSBDC offers 1-on-1, confidential,  
no-cost small business advising:**

**<https://wsbdc.ecenterdirect.com/signup?centerid=302>**

# SPECIAL THANKS!





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[www.OneEastside.org/SPARK](http://www.OneEastside.org/SPARK)



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**THANK YOU!**