

STYLE GUIDE



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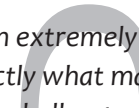
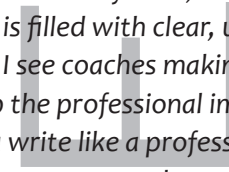
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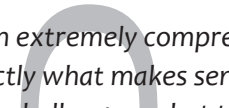
“I think I’ve died and gone to heaven! As a word geek and someone who sees a LOT of writing by coaches cross my desk, I can testify to the need for Linda’s Style Guide for Coaches. It is filled with clear, understandable lessons on all the most common errors that I see coaches making. Here’s the cool thing about this guide: it’s going to spiff up the professional image of an entire industry! And on a personal level, when you write like a professional (and you will when you use Linda’s guide), your influence grows and people pay more attention. Way to go, Linda!”



PUBLISHER

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www.clairecommunications.com

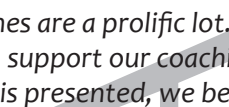
“Linda has put together an extremely comprehensive Style Guide. Using this guide, you will KNOW exactly what makes sense, how to address common grammar and punctuation challenges, what to include in a good web page and how to make your writing style professional and readable! This Style Guide is so thorough; Linda might as well be whispering in your ear as your questions arise. If you are contemplating writing an article, a white paper, a book, a web page, or even a professional email, this is a no-nonsense, to-the-point, must-have book.”



EDITOR

Marion Franklin, MS, MCC
Life Coach, Mentor and Coach Trainer
www.lifecoachinggroup.com

“As a profession, we coaches are a prolific lot. We use our writing to attract new clients and as resources to support our coaching conversations. When care is given to how this content is presented, we become more effective messengers and our collective credibility is enhanced. This book is one of those indispensable resources that will surely find a home next to your dictionary. If you reach for it often, your writing will be better. You will be surprised at the way your message pops when you pay attention to Linda’s guidance.”



PRINTING

Diane Krause-Stetson, JD, MBA, IAC-Certified Coach
Executive Coach and Management Consultant
www.dianekrausestetson.com



“Grammatical errors, inconsistency, and lack of readability can be the kiss of death for those of us trying to attract “the brightest and the best” clients. Linda Dessau, a coach herself, has done the research so we don’t have to. This book is a lifesaver! In an industry where differentiation is key, using it will set us apart from those who don’t know these secrets. I won’t worry about writing mistakes, knowing I can turn to this Style Guide for answers. Coaches, now we have no excuse!”

Laura O. Biering, MM, CPCC
Certified Coach, Consultant, Catalyst!
www.truevoices.net

“I loved Linda’s Style Guide. Not since my no-nonsense 7th grade English teacher have I had such a clear authority on language. Linda uniquely synthesizes the rules of writing with the business and marketing needs of coaches to create the authoritative work on the subject. Her book will be at my side for all future writing projects.”

Deborah Gallant
Founder, Web Power Tools
www.webpowertools.com

“Wow, Linda!! I’d like to personally thank you for trying to make the world a little bit easier for the “reading public.” You have paid amazing attention to detail in your style guide for coaches. It’s exactly these details that can make all the difference to a coach’s credibility. Coaches, are you sure you’re getting it right? Make an investment in a reference tool you’ll use again and again so you can be positive that you will communicate the messages you intend to.”

Felicia J. Slattery, MA, M.Ad.Ed.
Communication Consultant, Speaker & Coach
www.communicationtransformation.com

“As a coach and a writer, I am so glad to finally see a book like this. The advice contained is useful to everyone, but it really focuses on the key writing a coach needs to do. The “Anatomy” sections alone will be invaluable to every coach. This is a simple, concise handbook that I can keep on my desk, which also has room for me to add notes as I set my own standards. Wonderful tips and a fabulous price. Thank you, Linda!”

Fiona Young-Brown
CTA Certified Coach and Renaissance Soul
www.fionayoungbrown.com

“I loved this Style Guide! It is informative, yet concise, and written in an easy-to-understand style and format. It is unique in that it provides industry standards while offering flexibility for readers to create their own style sheets to add to the Guide. I plan to use a customized version of this Style Guide for my next project to ensure consistency and accuracy.”

Lynn Jacobs
Christian Life Coach
www.newjourneychristianlifecoaching.com

“Coaches who write are in the information marketing business, whether they call it that or not. With clear, readable writing that evokes action, a coach can build credibility and expert status in their market, attract new clients and customers and grow their business as a result. What’s unique about this Style Guide is that Linda understands the coaching industry AND knows the ins-and-outs of writing well. She’s managed to take the mundane topic of ‘proper writing’ and make it instantly accessible, easy to implement and even fun to read. She addresses all the common questions that come up when writing any kind of copy for your coaching business. With simple to follow instructions and your very own style sheet to share with your team members, your writing will bring clarity, purpose and ultimately profit. As a former editor for a big publishing house with a head full of proper usage from Chicago’s Manual of Style, I’m thrilled to have Linda’s Style Guide take its place on my desk for all my writing tasks!”

Alicia M Forest, MBA
Multiple Streams Queen & Coach
www.clientabundance.com

“As a new business coach this book is just what I need to write articles and other materials to grow my business. I was slow to start because even though I have had writing courses in school, grammar still terrifies me. I found Linda’s Style Guide to be easy to read and easy to reference as I write. It will definitely be next to my computer for my next writing project, and you’ll want it next to yours, too!”

Sheila Edens
Virtual Assistant and Small Business Coach
www.sheerelegancevirtualassistant.com

“This book was written for coaches, by a coach who clearly understands what type of projects we’re writing, and the voice and style of this profession. Linda’s Style Guide has everything I need right at my fingertips plus links to even more resources. It intuitively answers the very questions I find myself asking as I write.”

Susan Henderson
Life Redesign Coach for Creative Multipreneurs
www.susanhenderson.com

“In The Customizable Style Guide for Coaches who Write, Linda Dessau has distilled the essential principles of clear communication from the most widely accepted references on writing style for professional coaches who want to create compelling Web pages, newsletters, white papers, articles, or books. Not only has Linda provided links to a variety of resources that can assist coaches in making decisions about their writing, but she also has created proprietary wizards and generators to create personalized style sheets for each project (and builds a persuasive case for doing so). I highly recommend this Style Guide for anyone who wants to ensure a clear, consistent message to their readers.”

Don H. Morris, Ed.D., Life Coach and Writer
Manager of the New Coach Connection
www.newcoachconnection.com

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And a special thank you to Andrea Lee. When I graduated from CTI and set out to coach the world, I thought there was only one way to do it. You opened my mind to possibility and gently coaxed You Talk, I'll Write into being.

This book is dedicated to HP, my family, and my other family (you know who you are!).

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Lists

Regular readers of the Idea Generator blog and my Top 10 Article Generator know that I LOVE LISTS. In virtually everything we read, lists help break information into digestible chunks and create white space to make the page more readable.

Unfortunately, lists are ripe with opportunities for inconsistency when you make new formatting choices every time you use them. I know, because I've done it! I cringe looking back at some of my earlier writing because of this.

EXAMPLE #1: There are four things we want to make sure to handle consistently when we're using lists:

1. Punctuation
2. Capitalization
3. Spacing
4. Grammatical structure

Writing Special Reports and White Papers

22.1 Anatomy of a special report or white paper

Summary or introduction: Describe what you're going to be discussing in the paper. For longer papers, include a Table of Contents.

Background: Offer a historical context, research and/or statistics that demonstrate why this is an important topic for your target market.

The problem: Describe the problem behind the topic that you're writing about. Talk about the impact of the problem on all applicable levels, i.e., emotional, financial, mental, physical and spiritual.

The solution: Describe in detail how the product or service that you offer will solve this problem. Outline the methodology, e.g., the 5 steps to a richer future. Offer a basic template of actions or guidelines that your reader can use immediately to get started. Include case studies or your own personal experience, if you can.

