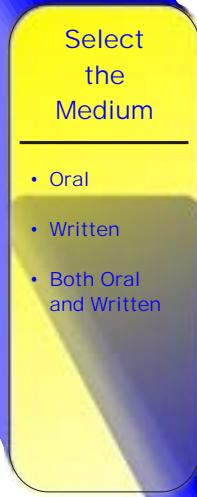
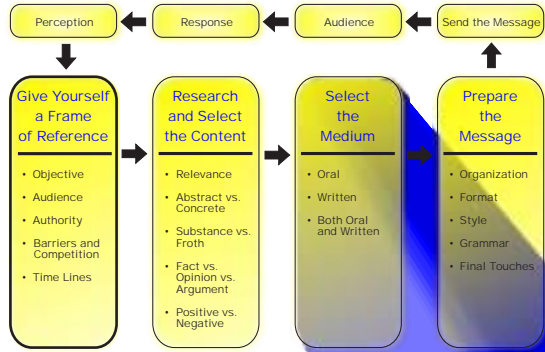


# Writing for Results

A Step-by-Step Model for Executive Documents



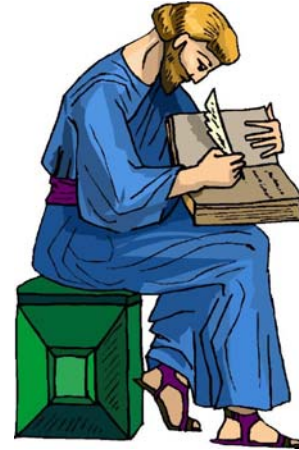
Written

# WRITTEN MEDIA

## BENEFITS

Written media offer:

- access to readers whom you might not be able to address orally;
- a relatively inexpensive way to reach a large audience;
- a permanent, indisputable record of what you've said — for both you and your audience; and
- a chance to think your message through carefully and double-check it before you deliver it.



## OPTIONS

If you decide a written medium is best-suited to your needs, you have many options. For example:

- memo
- letter
- briefing note
- briefing book
- slide deck
- news release
- street sign or billboard
- form
- brochure
- poster
- Web site
- newspaper ad

## DELIVERY

You also have many options for delivering written media. They include:

- fax
- courier
- e-mail
- post office mail
- your organization's internal mail service
- hand delivery