

## On Writing Well

By now you may have heard the unfortunate news: we lost a legend of pen, paper, and printer last week when William Zinsser passed away at the age of 92. Zinsser was a career writer, editor, academic, and columnist, but most of us know him best for *On Writing Well*, the book he published in 1974 and updated from time to time. In this issue of *KB COMMentary* we'll take a look at some well-loved thoughts from the late Dr. Zinsser—and hopefully do it well.

## What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Revising the website and writing technical documentation for an engineering services company
- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including communications to employees from the CEO and executive leadership team, customer presentations and letters, product marketing brochures and data sheets, and training materials
- Formatting and revising periodically reviewed manufacturing standard operating procedures and work instructions for a pharmaceutical company
- Drafting CMC modules for electronic submission to health authorities on behalf of a pharmaceutical company
- Reviewing and editing for consistency and accuracy response documents and associated modules for electronic submission to health authorities on behalf of pharmaceutical companies

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

## Tips and Tales

### Remembering William Zinsser

*On Writing Well* works so wonderfully because it balances good advice and good readability. Zinsser is witty and to the point, which keeps the book short, and his thoughts are easy to process and remember. Let's consider some of those thoughts now.

“We are a society strangling in unnecessary words, circular constructions, pompous frills and meaningless jargon.”

How true! In case you need a refresher on jargon and how to avoid it, check out the May 2012 issue of *KB CommEntary*.

“If you write for yourself, you'll reach all the people you want to write for.”

If there's one Zinsser sentiment that everyone remembers, it's “write for yourself.” And it's true! Even if your job is to write for someone else (we know a thing or two about that!), always put you in what you write.

“There's not much to be said about the period except that most writers don't reach it soon enough.”

You don't have to consider yourself a writer to follow this advice: tighten up! It's okay to wander and beautify, but rambling never does any good.

“Nobody becomes Tom Wolfe overnight, not even Tom Wolfe.”

Here at KB COMM we do sometimes wonder if Tom Wolfe ever thought he would become Tom Wolfe, but Zinsser's sentiment is about more than that: be patient, don't get cocky, and don't try to be someone else.

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

*Kathy*

Kathy Breuninger

**KB COMM**

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