

# You-Centered Writing Tips

Adapted from “Building Goodwill”

by Stephen Kaczmarek

1. Focus not on what you do for the reader, but what the reader receives or can do.
2. Refer to the reader’s request, action or concern specifically.
3. Avoid talking about feelings unless it is appropriate for the situation.
4. In positive situations, use “you” more often than “I.” Use “we” when it includes the reader.
5. Avoid words with negative connotations.
6. When negatives are necessary, deal with them responsibly.
7. Be aware of the power implications of the words you use.
8. Keep a reader-centered focus while you write.