

# Stop Writing in Code:

Translating Architect Speak (Klingon) into English



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There is a difference between first drafts and final documents. The words used should change dramatically during the process. Knowing how to produce the transformation can be easily learned and it will garner the author innumerable rewarding results.

## Learning Objectives:

1. Discover why basic writing skills aren't enough in today's market.
2. Find out what juries or editors need to hear so they notice you.
3. Differentiate between gobbledygook and simple, plain truth.

Tell them what you're going to say.

Say it.

Tell them what you said.

Take a Toastmaster's course.



The basic design came from a biblical story that feeds into the desires of all humans....

It is robust and full of rich colorful artifacts that permeate the entire structure while at the same time refracting light....

The world needs this sphere to be healthy and green and sustainable.....

It is round and red and tastes good.....



The Red Rome apple comes from New York State. Ninety percent of all physicians agree that the common apple, if eaten once a day, produces beneficial health results.



# Name the Enemy



He said that she said that they should go over there where everyone knew that they shouldn't go because, of course they all know that he said that he thought that she wanted to go there too.

# So What Factor

Why would an editor want to read this?

Why would they want to give you an award over anyone else?

How have you explained this?

Who has already done what you have done and why is this different?

How many other companies around the world have done this?

Why detail has never been done before?

What specific materials are you using in a new way?

How many different ways have you used glass in this project?

What was your client's biggest complaint?

Did the community buy the idea immediately or not?

How will this affect/effect the area/ community?

Where are your before and after images along with sketches?

# Press Release vs. Awards

Press Release:

- Giving editors story ideas
- Purposefully not telling the whole story

Awards:

- Tell the whole story
- Tailored to what we think the jury wants to hear



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INTERIOR  
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**NAIOP**  
COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

**GSA** U.S. General Services Administration

**Metal**mag  
henry wood

contract

# Do the Research and Provide Interesting Details

USPTO established in 1802.

Largest recipient of US Postal Service overnight mail – 10,000 pieces per day.

In the 2009 fiscal year USPTO examined 485,500 patent filings and 352,051 trademark filings.

Say it simply and make sure that everyone understands the message

Free

Gratis

# Active Verbs

**Active:** run, play, build, set, design, gut, fill, kneel, fish, take, find, kill

**Passive:** is, was, were, have been, has been

# Stoppers/Negative Nellie

But, no, unfortunately not, never, maybe, think, might

# Highlight weak words in first Draft

So, I was going down the road and I thought I might have been going towards Kelly's street, but I was really going in the opposite direct. I was so sad to see that the little dog that was in the middle of the road was all alone and almost run over by a rather large car.

Now write an exciting paragraph using the thought above and make it into a fabulous short story with drama and bring the characters to life.



# Know your Audience

True or False

A house is the same as an office building

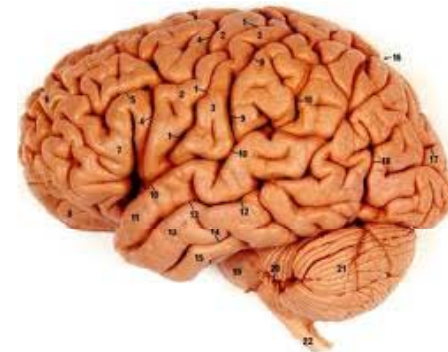
A chemical lab is the same as an Olympic stadium

A hospital is the same as a fire station

Answer : they are all false

# Editors and Juries

Always write for the Specifics



Which means you have to think when you write and send descriptions to marketing for award submissions or for articles to be written.

You need to ask questions.

# Always use the Correct Font

Serif vs. Sans Serif

and why.....

**Rule #1 for selling for paper:** Serif font like Times New Roman

**Rule #2 for selling on web site:** Sans Serif like Arial

It has been proven over and over and over and over again. The serif carries the eye and makes reading easier on paper. When you want people to like you—use a serif font. If it is about how cool you are, then go ahead and do whatever you want.

If, then

Please Learn Grammar Rules

If I am going to get published, then I need to write correctly.

Everyone needs to buy *The Elements of Style* by William Strunk and E.B. White

# It is not my job to write.



It's marketing's job.

If you want your project to win, then we hope that you will own the whole process and help produce the best result for the team.

# It's not what you say

It's what people hear. by Frank Luntz

Words that begin in b,p,or t are words to express anger. I call them spitting words. You actually spit on people as you are saying them.

**I call someone a bunny that's not angry.**

If I wanted to demonize a bunny, then I would use a word like rabbit. The rabbit will ravage your garden. This is a language pivot. A bunny is cute; a rabbit ravages your garden and is a pest.

Dick Cheney's reaction to a question about the war... "So"

One-word answer, one syllable, two letters. To the American people it was a slap in the face.

# Ask for Help Well in Advance



Writing takes time and many drafts. Learning to write is a process.

# Questions?????

Where can I go to learn to write ?

When can marketing help me?

Why doesn't marketing just do it all without me?

Who cares if I learn to write?

Will I get a raise if I write better?



# Recap

## Things you have learned:

How to write correctly

Why grammar matters

How to write for specific audiences

How to turn your first draft into a final piece

How to turn a weak sentence into a strong, descriptive, clear sentence

When to ask for help (well in advance!)

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