

Assessment Scoring

The following questions are designed to assess your knowledge of Better Business Writing principles.

- **If you answer 20 or more correct**, simply re-read the test once a month as a reminder of these principles and continue practicing Better Business Writing. Sign up for the TST Updates for ongoing information about current content trends and tips.
- **If you answer 16 to 19 correct**, consider individual or group content training and visit <http://terristurner.com> or www.facebook.com/TSTBusinessStrategy for ongoing writing tips.
- **If you answer 15 or fewer correct**, feel free to contact me. I'll happily review a writing sample for free. I'll give you tips for clear content messaging. Should you decide to hire me for training or to write your content, either way I will teach you to improve and master the 7Cs of Business Communication.

TST Writing Right Assessment

I. Correct

1. It's more important to post at the same day every week even if you publish an article that has not been fact checked.
True or False
2. One or two typos are no big deal.
True or False
3. Switching from first person narrative to third person shows creative writing style.
True or False
4. How can you be sure your content is correct?
 - a) Hire an editor.
 - b) Ask a friend, relative or colleague to read before you share.
 - c) Read one word at a time beginning with the last word first.
 - d) Any of these choices is better than only having one set of eyes to proofread.

II. Consistent

5. The best way to maintain consistent content standards is:
 - a) Develop a style sheet regarding commas, acronyms, punctuation, etc.
 - b) When in doubt, leave it out
 - c) Use a dictionary, thesaurus and Google search for when you are unsure
6. Consistent style applies to graphics and words.
True or False

III. Clear

7. Use bullets or lists for emphasis and clarity.
Yes or No
8. Which is more appropriate when your audience includes colleagues in your field?
Industry jargon / Short, familiar words
9. Which is clearer?
Pronouns (he, she, them) / Specific names

IV. Concise

10. On average, how many words should you include in your sentences?
 - a) 15 or fewer
 - b) 21 or fewer
 - c) It doesn't matter
11. Choose the best word (s)
 - a) Use / Utilize
 - b) Initially / At first
 - c) Prior to / Before
12. Is active or passive voice more concise?

V. Coherent

13. Coherent writing techniques include:
- a) Transition words such as and, because, therefore, however, for example, etc.
 - b) One main topic per document
 - c) One or more points or ideas as long as they are relevant and support the topic.
 - d) All of the above
14. You can gain coherence by:
- a) Using transitions to tie sentences together
 - b) Repeating words or word rhythm patterns
 - c) All of the above
15. Coherent writing results from:
- a) Noun and verb agreement
 - b) Paragraph unity and sentence cohesion
 - c) Beginning most of the sentences with a subject

VI. Complete

16. A new board member writes the Executive Director, "I think I would like to attend my first board meeting. Please tell me where the next meeting is being held? Do you respond with:
- a) The meeting location
 - b) The meeting location and directions
 - c) The 5 Ws (who, what, where, when, why) and 1 H (how)
17. Complete online content includes a call to action.
Yes / No / Whenever possible
18. The only way to know if your content is complete is to first plan your purpose and what you want to accomplish before writing.
True / False

VII. Creative

19. Creative writing means writing as you would speak.
True / False
20. Some writing rules can be broken to promote your style and emphasize your message.
True / False
21. The key to creative writing is:
- a) Talent
 - b) Observation
 - c) Brainstorming
22. Creativity includes exploring more than one way to deliver content
True / False

VIII. Bonus

23. Did you learn something about Writing Right by taking this assessment?
Yes or No
24. If you want coaching or in-service training, do you know how to contact Terri S. Turner?
Yes or No (clue: look in the footer)
25. If you want ongoing information about business and marketing writing, do you know you can get it by subscribing at [terristurner.com](http://www.terristurner.com) and liking the TST page at <http://www.facebook.com/TSTBusinessStrategies?>
Yes or No

Answers: 1. False 2. False 3. False 4. d 5. a 6. True 7. Yes 8. Short, familiar words 9. Specific names 10. b 11. a) use b) at first c) before 12. active 13. d 14. c 15. b 16. c 17. Yes 18. True 19. True 20. True 21. b 22. True 23. Yes 24. Yes 25. Yes