

# Christine Buck

BUSINESS & TECHNICAL COMMUNICATION



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Hello,

I've been looking for ways to stay in touch with the many people I've gotten to know and enjoy while working together over the past few years. I'm hoping this quarterly e-mail update, "Writing Matters," will help me do so. In addition to colleagues and clients, I'm sending this to people I've met recently who I think might be interested.

I'll provide an update on what I've been doing, some inspiration for your own writing projects, and a writing tool or resource that I've found useful. If you prefer not to receive these updates, just scroll down and click the unsubscribe link below.

## Thoughts on writing

"Inspiration does not come like a bolt, nor is it kinetic, energetic striving, but it comes into us slowly and quietly and all the time, though we must regularly and every day give it a little chance to start flowing, prime it with a little solitude and idleness. I learned that you should feel when writing...like a child stringing beads in kindergarten - happy, absorbed and quietly putting one bead on after another." Brenda Ueland, 1891-1983, from *If You Want to Write*.

Brenda Ueland provides sound advice for would-be writers in this wonderful book, written in 1938. She's right, a little solitude always helps me when I'm struggling with a new writing project. So I take a break, go for a walk, hop in the shower - and voila, in that unstructured, unpressured setting I'm likely to find the next bead for my necklace. If you're staring at a blank paper or computer screen and the words won't come, take a break, do something completely different - preferably without the distraction of TV, conversation or other noise!

## Changing gears, career-wise

The balance has shifted in my own work. Although I still have an occasional technical writing job, I'm also helping small businesses and non-profits with various writing projects. I'm writing web content, speeches, bios, brochure content, and even articles for people who have a message they want to get out but don't have the time or inclination to do it themselves (ghostwriting). I like helping others put into words the gems they offer in their businesses and lives!

I've also been working on my own writing: an article I wrote about a big band that plays at a local club made the San Francisco Chronicle on August 1st. Check my website, [www.christinebuckcommunications.com](http://www.christinebuckcommunications.com) and click writing samples for links.

If you know someone who needs help with their own writing project, **I offer a free one-hour consultation** to discuss the project and whether I can help.

## **A useful web tool**

Do you often find yourself confused by acronyms? I use Acronym Finder ([www.acronymfinder.com](http://www.acronymfinder.com)) when I get stumped. It works great for corporate and government acronyms, but I see that even e-mail shortcuts like TTFN (ta ta for now) and FWIW (for what it's worth) have made the list. Now you don't have to show your ignorance by asking the writer - or your children - what that acronym means! I have my own favorite that hasn't shown up yet in the acronym tool: MSBR. Care to take a guess?

## **New website in the works**

I've been working feverishly on a new website to incorporate my recent changes in direction. Since I'm mostly building it myself (with occasional help and advice from expert friends and colleagues), it's taking longer than planned! Stay tuned.

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Until next time, enjoy the softening light, longer shadows, and shortening days as we continue through autumn. May they hint at winter evenings curled up with your favorite person, pet or book, in front of a crackling fire.

And if you feel so inclined, drop me a note and tell me what you've been up to!

Warm regards,

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