

Online business article

by two professional business consultants

Word count before: 2681

Word count after: 2251

Writing changes

- Built stronger opening paragraph (to grab attention) and concluding paragraph (to summarize and circle back to the opening).
- Created more logical flow (high-level list of steps, then detail).
- Spoke directly **to** the audience, not **about** them.
- Emphasized a WIIFM (what's in it for me?) point of view.
- Tightened text: trimmed redundant language, gerunds, prepositional phrases, passive verbs, weak and ambiguous statements.

Format, layout

- Added consistent headings.
- Broke up long paragraphs.
- Called out ***family directors*** and ***independent directors*** with boldface and italics in sections where these different situations require different treatment. Readers interested in one or the other will scan for the information that applies to them.

Notes, suggestions

- A link needs to be added on page 3.
- On page 6 the text describes a screening matrix – an actual example would be helpful.