

## **Make the Most of Your Chance to Succeed: Take a Second Look**

**By Bonnie Budzowski**  
**President, inCredible Messages, LP**

*There are days when the result is so bad that no fewer than five revisions are required. In contrast, when I'm greatly inspired, only four revisions are needed.*

*John Kenneth Galbraith, quoted in Writing on Both Sides of the Brain*

Many people think revising is a process of correcting punctuation and tweaking a word here or there—a tedious and insubstantial process. Professional writers, on the other hand, spend up to half their efforts revising their documents. These writers take the meaning of the word seriously and *re-vision* their work: they step back and take another good, hard look.

To ruthlessly revise is to take full advantage of your opportunity to succeed. After all, when you give a verbal presentation, you have one shot. Your talk either goes well or it doesn't. In writing, you get as many chances as you are willing to take before the deadline. Revision is the process of making the most of these chances.

Revision involves checking your document to see how well you've stated your message—from the reader's point of view. Try reviewing your work with a reader's critical eye. You will probably find details that need to be clarified and transitions that need to be strengthened. Chances are you'll also find grammatical and punctuation mistakes.

Yes, revision takes time, but it is an avenue to clear and concise communication. So get out your red pen. It's worth it. Your success is at stake.

Copyright 2006 by inCredible Messages, LP



Permission is granted to reprint this article when the following contact information is included: © 2006 by Bonnie Budzowski, President of InCredible Messages, LP. For more free articles, go to [www.IncredibleMessages.com](http://www.IncredibleMessages.com) or contact Bonnie at [info@IncredibleMessages.com](mailto:info@IncredibleMessages.com).