

RIGHTWORDS

Examples of Business Writing by Alan McNairn

Excerpt from *Generic Top Level Domain Names* (for a web page)

The internet is about to change radically. In the coming months the choice of top domain names will multiply to include a whole raft of descriptive generic titles or gTLDs (generic top level domains). Top level domain names are at the highest level in the hierarchy of web addresses. Individual, organization and commercial websites will be able, before the end of 2013, to select URLs or web addresses and e-mail addresses from a range of subject domains. This change promises to be a revolutionary improvement to the current system which organizes URLs at the top level under a few familiar generic categories such as dot com, dot gov, dot org and dot edu and geographical or national designations such as dot uk, dot us, dot ca and dot au, among the 200 plus, two-letter country codes.

Among the new top domain names will be the generic dot art. The not-for-profit Internet Corporation of Assigned Names and Numbers (ICANN) has called for proposals for the management of registration for generic top level domain names and infrastructure operation. Of critical importance in the proposals is the mechanism to ensure that the websites under the new dot art designation contains material that is legitimately on topic. The lack of regulation for some generic top level domains such as dot org that was meant for not-for-profit organizations and dot net, originally for internet companies, has resulted in their being essentially meaningless designations.

[**How DevOps Enables IT & Organizational Performance.**](#)

One of many summaries of technology whitepapers prepared for [Insight Brief](#) website



Clip from a commissioned business blog for a British client

How to Score Goals in Marketing

In football it's usually clear whether or not a goal has been scored.

In marketing it's not so easy to determine whether a goal has been reached let alone scored. Why is this? Often there is confusion as to what the goal is, where it is located, and finally, whether a marketing message actually crosses the goalposts or hits its target and scores.



A game plan is, of course, essential. But first there must be rules of engagement. This involves establishing:

- goals
- their location
- the means to determine if a goal has been scored

A marketing team without clearly defined goals - working in a corporate environment where goals change shape and move about - cannot be expected to develop an effective strategic game plan.

Without fixed clearly defined goals, a team of players will ineffectually run around the field. By chance a goal might be scored – a target reached – but in this kind of chaotic game there isn't even agreement on what constitutes a goal.

Only a foolish investor would put money into a football club in a league where the rules of the game involved randomly moving goalposts as well as no agreed way to determine if indeed a goal had been scored.

Set Sensible Rules If You Want to Play a Smart Game

Effective marketing directly to consumers or B-to-B requires a game plan, or strategy. This plan will align with marketing goals. The creation of precisely defined marketing goals turns chaos into order. That's a pretty good goal in itself. No more shooting blanks at invisible targets.

With clear goals and a workable strategy, a B-to-B marketer will, with a playbook or game plan in hand, brilliantly manoeuvre through a field of obstacles and take a shot on goal. In this case, however, success is not simply a matter of getting the ball in the net. In the marketing world it's not that easy. It has to be the right ball, in other words the right content and a goal is awarded only when there are measurable effects on the behaviour of the target.

Getting past the goalposts is the first challenge. You actually don't get any points for this. Now, as in American football and rugby, you have a chance at conversion. This is the real goal of marketing, one which depends entirely on effectiveness of your content assets.