

Ingrid Sapona

Founder and Owner at Good with Words

Toronto, ON, CA

Clearly written ... easily understood

Biography

Just imagine how much easier life would be if you understood every business communication the first time you read it. Think of the time you'd save by not having to re-read things. But the best part is you'd feel empowered because you'd have the information you need to move forward and make decisions.

Business writing is often intimidating and overwhelming to readers. It needn't be. I help businesses and professionals make sure their communications are clear, simple, and engaging.

The way I measure success is simple: do people understand the communication the first time they read it? If so, they'll feel smart and be more likely to act on it. My motto sums up my philosophy and mission: Clearly written ... easily understood.

Early in my career as a tax lawyer, I realized I have a special talent for making complex legal information understandable. So, in 1997 I left the practice of law to work with public and private sector organizations to do just that.

With over 20 years of experience working with businesses and government, I've seen first-hand the difference plain language writing makes in peoples' lives. Working to eliminate jargon and legalese is more than just my job – it's my passion.

Industry Expertise

Writing and Editing, Corporate Training, Education/Learning, Financial Services, Energy, Capital Markets, Insurance, Legal Services, Travel and Tourism

Areas of Expertise

Plain Language, Writing and Editing, Corporate Communications, Research & Analysis

Affiliations

Member of the New York Bar, Past member of the Law Society of Upper Canada (Ontario), Past member of the Board of St. Thomas Energy Inc., St. Thomas, ON

Education

Northwestern University Medill School of Journalism
BSJ Journalism

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