



# Business Writing

## Quick Reference Guide

### Before You Write

Before you start writing, it's important to understand what business writing is and identify the objective of your message.

#### What is business writing?

The primary purpose of business writing is to provide information so the reader can learn something or do something. It could be supplemental information for a meeting, a report, or a request.

#### How do you determine the objective?

The message needs to have a clear objective to be effective. Identify who the reader is and what they need to know or do. Consider:

The purpose is to \_\_\_\_\_, so that readers will \_\_\_\_\_.



### Organize Your Thoughts

Organizing your thoughts before writing helps to craft a more direct and effective message. Following the 5 W's is one method used to gather information for business writing.



### Write Your Message

Being an effective writer is an essential business skill. Those who perfect their writing skills are better at advancing their career, build confidence in others, and gain the ability to direct, persuade, and inform.

Follow these simple rules when writing your message:

- 1 **Be Concise:** Use only the words necessary to convey your message.
- 2 **Be Clear:** Be specific instead of general, be definite instead of vague.
- 3 **Be Positive:** Make definite statements and avoid noncommittal language.
- 4 **Be Active:** The active voice is direct, and it sounds energetic and confident.
- 5 **Be Professional:** Act in a way that meets the standards of your profession.

# Business Writers Quick Reference Guide

**James Harris Bliss**



## **Business Writers Quick Reference Guide:**

**Business Writer's Quick Reference Guide** Terry R. Bacon, Lawrence H. Freeman, Shipley Associates, 1986-04-10 A comprehensive business writer's style guide that shows professionals how to address any business audience in any format. Alphabetical organization provides for quick easy usage. It is packed with rules of English grammar usage, writing techniques and currently accepted stylistic conventions, all punctuation, spelling and visual aids. A special Model Documents section provides format models for a variety of commonly used documents including business letters, memos and reports. Each topic is cross referenced for easy access. *Bridge Player's Dictionary and Quick-reference Guide* Terence Reese, 1959

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