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| Inputs to Business WritingWhy?Who?What?What? – Content* What do I want to happen?
* What could stop this happening?
* What do I need to provide to avoid this?
* What content will achieve the objectives of my writing?
 | Know your audience* Background and experience
* Authority to make decisions
* Preferred communication style
* How they like to receive information
* Work priorities and pressures
* Sensitivities
* Micro or macro thinker
* Assumptions you can make
* Preconceptions they may hold
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| Simple SentencesSubject-verb“Mike writes.”Subject-verb-object“Mike writes the report.”Subject-verb-adjective“Mike writes the initial report.”Subject-verb-adverb“Mike writes hastily.”Subject-verb-noun“Mike is a writer.” | Word Types* Noun – a person, place or thing. Nouns may be singular or plural
	+ “report” and “Mike”
* Verb – an action
	+ “writes”
* Adjective – a word that describes a noun
	+ “initial”
* Adverb – a word that describes a verb or words other than a noun
	+ “hastily”
* All sentences contain at least a noun and a verb.

A noun in a sentence may take on one of two roles:* Subject – the noun or nouns that performs the action (verb)
* Object – the noun or nouns that receives the action (verb)
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| Nouns* Use nouns that people actually say – write how you talk
* Don't use an all noun subject line in an email
* Use acronyms and company names correctly – if in doubt, check the website or call someone to check
* When using acronyms, write the full name first with the acronym in brackets – thereafter, use the acronym
* Be specific – specificity adds more energy to a noun, e.g., "dog" vs "toy poodle"
* Use gender neutral nouns where it makes sense to do so. If a woman identifies herself as Mrs, Miss or Ms then use that identification, otherwise use Ms
 | Seven C’s of Writing* Clear
	+ What you write makes sense
	+ The intent is clear
* Complete
	+ Necessary information only
	+ Exclude the rest
* Concise
	+ Avoid padding
	+ Brief is best
* Correct
	+ The information is accurate
* Concrete
	+ Avoid the abstract
* Conversational
	+ Use common language as you would in conversation
* Connected
	+ Make an emotional connection to your audience
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| Use Plain Language* Use active (not passive) voice
* Keep word use concise
* Never lose sight of the reader
* Use a clear and readable tone (conversational)
* Maintain a cohesive structure - one part flowing into the next
 | Tone* The Context
	+ Is your tone appropriate to the occasion?
	+ How formal should you sound?
* Authenticity
	+ Straightforward
	+ Unpretentious
	+ Honest
* Respectful
	+ Be courteous
	+ Never be abrupt, rude or demanding
	+ Respect cultural differences
	+ Proofread thoroughly
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