

Writing Business Messages


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The Three-Step Process

Planning	Writing	Completing
Analyze Situation	Adapt to the Audience	Revise
Gather Information		Produce
Select Medium	Compose the Message	Proofread
Get Organized		Distribute

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Adapting to the Audience



Sensitivity

Relationships

Style and Tone


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Audience Sensitivity

Adopt a "You" Attitude	Display Business Etiquette
Emphasize the Positive	Use Bias-Free Language


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Using the "You" Attitude

Audience Focus	
Genuine Empathy	
Sensitivity	
Professionalism	

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Business Etiquette

	Practice Courtesy
	Be Diplomatic
	Respond Promptly

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Emphasize the Positive

Instead of This	Write This
To help us process this order, we must ask for another copy of the requisition.	So that your order can be filled promptly, please send a copy of the requisition.
Instead of This	Write This
You should never use that type of paper in the copy machine.	That type of paper doesn't work very well in the copy machine.

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Use Positive Language

Instead of This	Write This
<ul style="list-style-type: none"> ✓ Failing ✓ Used cars ✓ Cheap merchandise ✓ Elderly person ✓ Pimples and zits 	<ul style="list-style-type: none"> ✓ Underperforming ✓ Pre-owned vehicles ✓ Economy merchandise ✓ Senior citizen ✓ Complexion problems

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Bias-Free Language




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Build A Strong Audience Relationship

Establish Your Credibility

Build the Company's Image



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Establish Your Credibility

Honesty and Objectivity	Audience Awareness	Credentials and Expertise	
Endorsements	Confidence and Performance	Communication Style	Sincerity

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Build the Company's Image

- **Be a spokesperson**
- **Make a positive impression**
- **Observe your colleagues**
- **Follow company guidelines**
- **Promote the company's interests**

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Controlling Style and Tone



**Conversational
Tone**

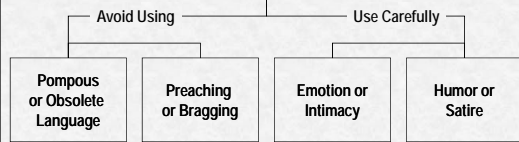
Plain English

**Active and
Passive Voice**

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Use a Conversational Tone

Business Messages



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Writing in Plain English



Straightforward

Easy to Understand

Conversational

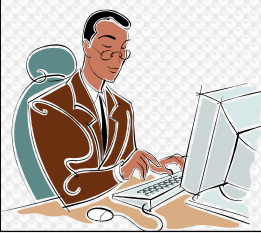
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Using the Right Voice

Active Voice	Passive Voice
<p><i>Subject + Verb + Object</i> Joe rented the car.</p>	<p><i>Object + Verb + Subject</i> The car was rented by Joe.</p>
Characteristics	Characteristics
<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px 5px;">Direct</div> <div style="border: 1px solid black; padding: 2px 5px;">Concise</div> <div style="border: 1px solid black; padding: 2px 5px;">Vigorous</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px 5px;">Indirect</div> <div style="border: 1px solid black; padding: 2px 5px;">Tactful</div> <div style="border: 1px solid black; padding: 2px 5px;">Reserved</div> </div>

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Composing the Message



Word Choice

Sentences

Paragraphs

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Function and Content Words

Correctness and Suitability

←

Function Words

→

Content Words

→

Unchanging
Meaning

Mechanical
Usage

Concrete
Words

Denotations

Connotations

Abstract
Words

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Finding Words that Communicate Well

Use Strong Verbs	Use Familiar Words
Avoid Clichés and Buzzwords	Minimize Jargon


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Effective Sentences

Simple	A <i>simple</i> sentence has one independent clause.
Compound	A <i>compound</i> sentence has two independent clauses.
Complex	A <i>complex</i> sentence has one independent clause and one dependent clause.
Compound-Complex	A <i>compound-complex</i> sentence has two independent clauses and at least one dependent clause.

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Coherent Paragraphs



Topic Sentences

Support Sentences

Transitions

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Paragraph Development

Technique	Description
•Illustration	•Use examples for support
•Comparison/Contrast	•Use similarities and differences
•Cause and Effect	•Focus on reasons for something
•Classification	•Categorize a general idea
•Problem and Solution	•Pose problems, offer solutions

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Using Technology

Style Sheets and Templates	Endnotes and Footnotes
Auto-Completion and Auto-Correction	Indexes and Tables of Contents
File Merge and Mail Merge	Document Wizards

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