

# Completing 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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## Moving Past the First Draft

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## Revising the Message

<b>Content</b>	
<b>Organization</b>	
<b>Style and Tone</b>	

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## Reviewing for Readability

	<b>Flesch-Kincaid Grade Level Score</b>
	<b>Flesch Reading Ease Score</b>

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## Increasing "Skim" Value

	<b>Sentences</b>
	<b>Paragraphs</b>
	<b>Listed Items</b>
	<b>Headings</b>

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## Editing for Clarity

	<b>Sentence Style</b>
	<b>Faulty Parallelism</b>
	<b>Dangling Modifiers</b>
	<b>Long Noun Sequences</b>

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## Editing for Clarity

	<b>Camouflaged Verbs</b>
	<b>Sentence Structure</b>
	<b>Awkward References</b>
	<b>Excess Enthusiasm</b>

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## Editing for Conciseness

	<b>Wordy Constructions</b>
	<b>Long Words or Phrases</b>
	<b>Redundant Wording</b>
	<b>“It is/There are” Starters</b>

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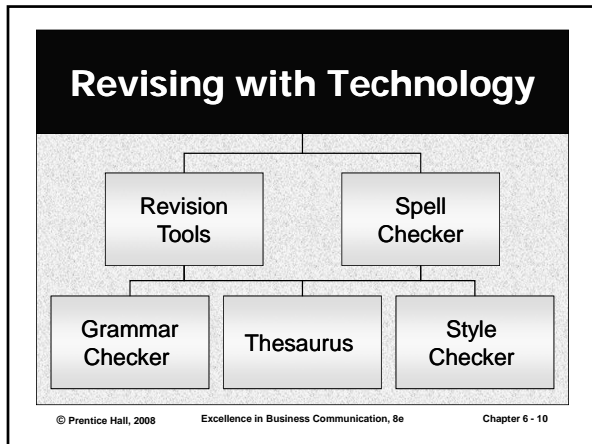
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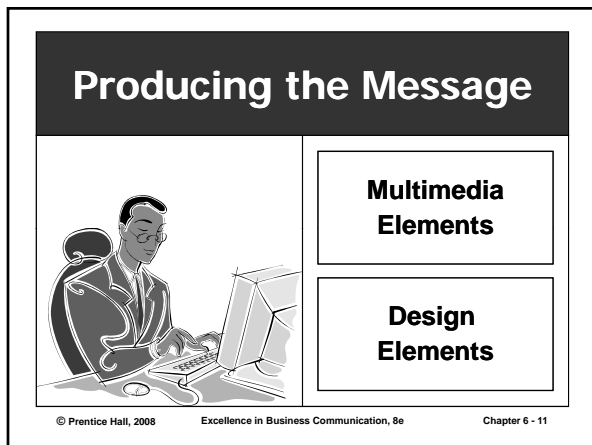
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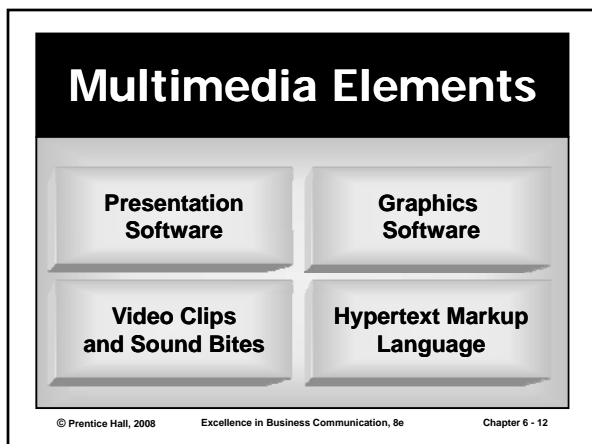
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## Designing for Readability

	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px; text-align: center;"> <b>Message Effectiveness</b> </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Audience Perceptions</b> </div>
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## Design Elements

Consistency	Balance
Detail	Restraint

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## Design Techniques

	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">White Space</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Margins</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Justification</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; text-align: center;">Typefaces</div> <div style="border: 1px solid black; padding: 5px; text-align: center;">Type Styles</div>
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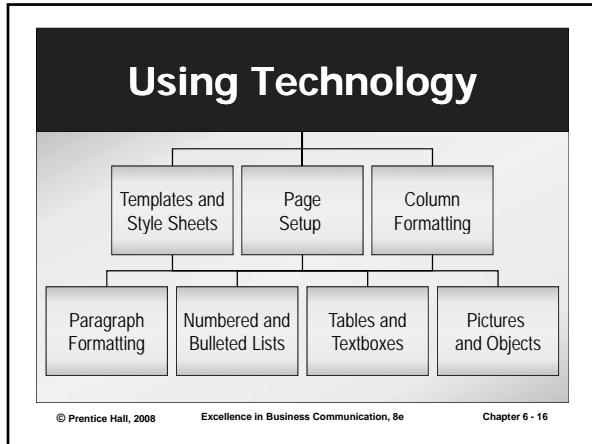
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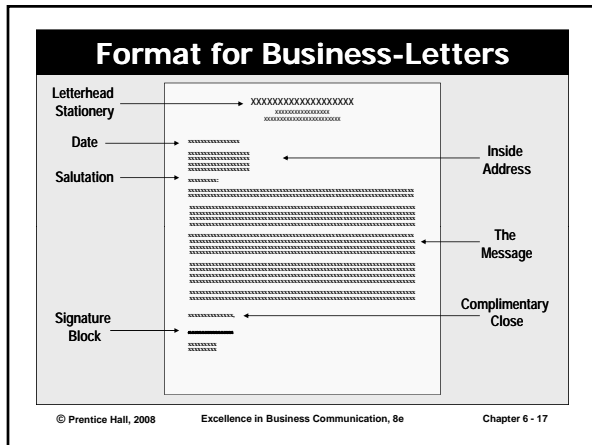
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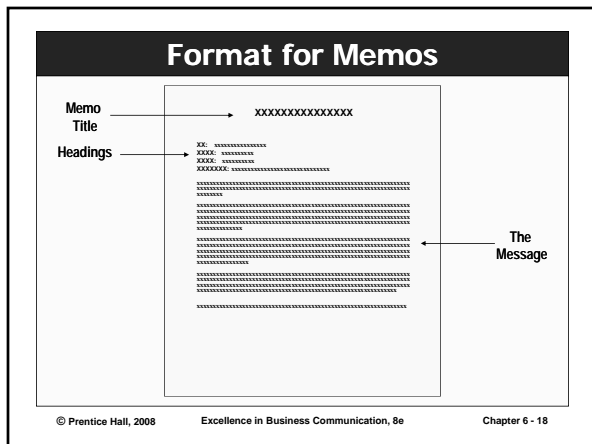
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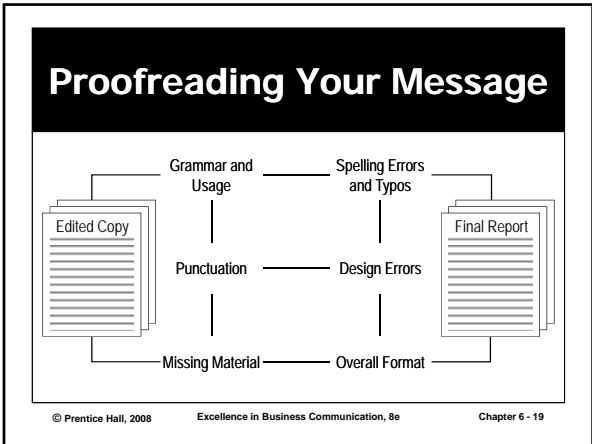
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## Proofreading Advice

Make Multiple Passes	Use Perceptual Tricks
Double-Check High-Priority Items	Give Yourself Some Distance
Practice Vigilance	Remain Focused
Print Out Electronic Documents	Take Your Time

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## Distributing the Message

**Cost Concerns**

**Convenience**

**Time Constraints**

**Security and Privacy**

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