

## Chapter 1 : The Best Way to Write a Business Memo - wikiHow

*Business Writing is a type of written communication, usually with standard structure and style. According to the Capella University, it addresses the needs of specific audiences and has prose and lists for a particular topic that concerns business.*

Another significant step in order to make an impact on your audience is to know them. For example, if you simply send a letter to employees about attending a conference on a Sunday and reiterating that it is a requirement, a portion of your workforce might resume to work with worries in their heads because they have religious obligations to meet on Sundays. If you can tailor your letter without touching any religion, culture or sensitive issue in an uncomfortable way, work would be much smoother and solidarity among the people will remain intact. Here are methods you can take to know your audience better: If you are sending an external communication to a company, determine its vision, its mission, its accomplishments and goals. If your letter reflects these things, the company would realize that you care both for its objectives and its situation. This way, you know how you should convey your message to them. A Business Insider article suggests the following guide questions as you develop your writing: Why does the reader care? How does the reader benefit? What should the reader do? When should the reader do it? What happens if the reader does take action? Who else will benefit? Where does the reader go for more information? In fact, when it comes to my whole business, details are everything. I hire people who care about those details. Hence, there is a need to prevent grammatical errors and inappropriate writing in business communication. There should be less jargon unless it is a technical document and more specific words and brief yet strong phrases. Be as definite and as clear as possible. Here are other tips for better business writing: Use the active voice instead of the passive voice to sound more assertive and powerful. For example, if a series of items starts with a verb, the rest of the lines should start with a verb as well: Headings and bullets Headings are used to underscore the main points, form white space, and make it easy for readers to scan the document. Bullets, on the other hand, are often for series of items. Tables These are used when subjects or options are being compared or contrasted to one another. These tools will avoid the repetition of the company names and categories throughout the text. There would be less words because the data no longer needs extensive explanation. Maps, flowcharts, and diagrams These are for more complex data or connections of data that text alone can no longer detail substantially. These also aid in presentations, saving more time and other resources. Bold face and italics To emphasize specific points to readers, you can put the words in boldface or in italics. On using sources The Miami University gives pointers for acknowledging sources in business documents, especially those that present proposals: This will also give the impression that you have a solid grasp of the evidence for your proposals. This will make your document more reliable and convincing. On content development and organization of ideas Ideas in your business should flow in a logical manner to keep the whole discussion smooth and all thoughts cohesive. Your introduction should answer these three questions from the perspective of the reader: Why am I getting it? What do you want me to do? Does your communication proceed in a logical and organized way, moving from general to specific information? Is information arranged in order of importance to your audience? Is similar information kept together? Is each section organized around only one main idea? Do key sentences begin each paragraph? For content development, you can ask the following as you re-check your content: Do you provide enough background information for the message? Have you included specific examples, numbers, dates, names and percentages to support your claims? Do you have graphics charts, graphs, diagrams, and tables where appropriate? Types of Business Communication Image source Barbie Carpenter of Demand Media, a digital marketing agency, in an article, shares the four types of business communication: This type of correspondence encourages people, especially those in the office, to take actions or follow specific instructions. An example of this is a memo with the weekly goals of a team. It is expected to be motivational to produce solid results. Some documents are eyeing a goal, but some are simply to inform the audience. For example, an email can be about a change in a policy, a help manual for a particular program or facility, or changes in the organizational structure. These

papers are expected to be clear to avoid misinterpretation. There are inevitable events in the workplace that may not be pleasing to everyone. Writing about them requires careful planning. In this type of communication, the writer should use a firm but empathetic tone and write succinctly to provide essential information in a direct manner. This refers to proposals or applications for a government grant, funding, or partnership. Lines should be convincing and positive to make an impression and hook the recipient to consider or act on the plan.

**Chapter 2 : The Characteristics of Good Writing | Calvin College**

*Learning and honing business writing skills can have a positive impact on an individual's career advancement. Effective channels of communication make an organization run smoothly.*

Contact Us The following is a guide to successful writing both in the English department and other departments at Calvin College. The first portion of the document describes the characteristics of good writing while the second portion addresses moving from the fundamentals of writing to writing for specific academic disciplines. Defining Good Writing is free of errors in grammar and punctuation conforms to the conventions of Standard American English is sensitive to the level of formality required by the paper. Defining good writing is almost as difficult as defining pornography. Generally speaking, we can agree on the following. The basic qualities of good writing Most academics will probably agree on the fundamental qualities of good writing. We may broadly agree that basic errors of grammar and mechanics must be avoided. We may part ways, however, on whether a particular usage is incorrect. For example, broadcast news agencies may allow split infinitives, even though literary critics may not tolerate them. In short, the well-written report or essay will be free of grammatical and mechanical errors; it will conform to the conventions of standard academic English; it will avoid traces of inappropriate dialect or colloquialisms; and it will be sensitive to the level of formality called for by an assignment. It is insightful and illuminating, and communicates a content that is unified and significant. We are concerned here with what might be called the intellectual impact of the writing; it is theoretically possible though admittedly unlikely for writing to avoid the errors of grammar and mechanics mentioned above and still be poorly written. The rare student might write in a way that is both conceptually pointless and grammatically perfect. In principle, students should complete these are activities well before they begin a final draft, but even good students are often loathe to carry them out. Good writing shows effective style Good writing must also show an effective style. Here we recognize, however, an element of subjectivity in evaluation, as well as a difference in the styles commended by various disciplines. Although many faculty may have difficulty characterizing the style of a specific piece of writing as appropriate or inappropriate, they will generally agree that an effective style conveys ideas and information precisely, concisely and in a manner appropriate to the context of a particular paper or report. An effectively styled essay generates interest and even emphasis through its choice of diction; it demonstrates the ability to use punctuation rhetorically-for effect as well as clarity. From the fundamentals of writing to the academic disciplines English introduces students to the qualities of effective writing, as outlined above. But when students move into various academic disciplines, they often find that what a professor means by effective organizational strategy or appropriate style is differs from what they learned in English For example, a business student might be surprised to learn that she is expected to begin the opening paragraph of a case study with a precise and succinct statement of the bottom line, and that supporting detail which her English teacher suggested was crucial may even be relegated to an appendix. Students of the natural sciences may discover that a given organizational plan abstract, introduction, methods and materials, results, discussion is preferred by a journal, even though the organizational strategies they learned for freshman English papers were virtually limitless. To take a final example, English teaches students to favor the active voice over the passive; this stylistic preference serves students of the humanities well enough, but the chemistry student who prefers the active voice in his lab report may be asked to revise. Different writing styles are demanded by various academic courses and disciplines. Moreover, it is very difficult to predict the career options of most of our students, not to mention those of traditional liberal arts students. It is also true that the notion of "lifework" is becoming obsolete in a society where workers change careers with increasing frequency. Given these facts, we owe it to our students to prepare them to write competently in as many contexts as possible. The Writing Program Committee suggests that it be the goal of writing instruction at Calvin College to develop students who are capable of writing effectively in various academic and work-related contexts. It would be irresponsible of this committee to propose general characteristics of good writing in a manner that ignored discipline-specific differences in the particular definitions of those characteristics. If we define our notions of

"competence" and "incompetence" broadly, with a view to the various disciplines, the competent writer will effectively fulfill the stylistic expectations of more than one discipline for example, business and the humanities. A less competent writer may be only marginally effective in only one discipline, and the incompetent writer will be incapable of writing effectively according to the conventions of any discipline. We know that under these guidelines true excellence in student writing will be not only hard to define but also quite rare.

*style in business writing* The term, "style," in this guide to business writing refers to the shape, voice, and force of sentences. Business writing style differs significantly from academic writing style.

Descriptive passages in fiction Example: The iPhone 6 is unexpectedly light. While size of its screen is bigger than those of the iPhones that came before, it is thinner, and its smooth, rounded body is made of aluminum, stainless steel, and glass. This is an example because it describes aspects of the phone. It includes details such as the size, weight, and material. So you just brought home a shiny new smartphone with a smooth glass screen the size of your palm. The first thing you will want to do when purchasing a new cell is buy a case. Cracking your screen is an awful feeling, and protection is inexpensive when you compare it to the costs of a new phone.

Persuasive Persuasive writing tries to bring other people around to your point of view. Unlike expository writing, persuasive writing contains the opinions and biases of the author. It is often used in letters of complaint, advertisements or commercials, affiliate marketing pitches, cover letters, and newspaper opinion and editorial pieces. Persuasive writing is equipped with reasons, arguments, and justifications. In persuasive writing, the author takes a stand and asks you to agree with his or her point of view. It often asks for readers to do something about the situation this is called a call-to-action. Opinion and editorial newspaper pieces. Reviews of books, music, movie, restaurants, etc. Although it is expensive to host the Olympics, if done right, they can provide real jobs and economic growth. This city should consider placing a bid to host the Olympics. According to legend, the Olympics were founded by Hercules. Now almost countries participate in the Games, with over two million people attending. So cities from Boston to Hamburg begin considering their bid to be a host city more than 10 years in advance. All of these statements are facts.

Narrative A narrative tells a story. There will usually be characters and dialogue. The author will create different characters and tell you what happens to them sometimes the author writes from the point of view of one of the characters—this is known as first person narration. Novels, short stories, novellas, poetry, and biographies can all fall in the narrative writing style. Simply, narrative writing answers the question: A person tells a story or event. Has characters and dialogue. Has definite and logical beginnings, intervals, and endings. Often has situations like actions, motivational events, and disputes or conflicts with their eventual solutions.

## Chapter 4 : Elements of a Good Writing Style

*Business writing is a type of professional communication and is also known as business communication and professional writing. Learning how to write proper business documents is immeasurably easier by studying examples of proper business writing as well as tips on how to accomplish it.*

**Purpose and Audience** Your purpose and your audience will determine many critical features of your document, including your format, strategy, and word choice. So the first thing to determine when you are writing a document is -- Who are your primary and secondary audiences? Primary audiences are those who receive the communication directly. Secondary, or "hidden", audiences include anyone may indirectly receive a copy of the communication. These include anyone who will receive a copy, need to approve, will hear about, or be affected by your message. You should determine the level of knowledge, interest, and any potential biases the audience may have with regard to your message. A formal business letter is preferred when presenting information to a professor, a superior, or when the communication will be seen by many. See appendix A for a sample business letter. A memo memorandum is a less formal style that is used when the information being communicated is of less importance, does not leave the office, and when communicating with subordinates. See appendix B for one sample format. E-mail is the least formal of the styles presented here and should only be used for informal communication such as reminders, questions, or when preferred by the recipient. It is important to note that e-mail is public domain. No confidential messages should be sent via e-mail unless you have company technology and policy that allows for secure communication. See appendix C for a sample e-mail. If your audience has a high interest level in your communication you can go directly to the point without taking much time to arouse their interest. Build a good, logical argument. Keep your message as short as possible, long documents are intimidating and listeners tend to tune out what seems like rambling. If your audience is positive or neutral, reinforce their existing attitude by stating the benefits that will accrue from your message. If they have a negative bias, try one of these techniques: Finally, if you are liable to encounter strong opposition use the "inoculate" technique. List the opposing arguments and explain why you rejected them.

**Word Choice** Overuse of jargon or acronyms in a communication make document hard to read, even if the primary audience is familiar with them. You should limit the use of jargon and acronyms in a communication to as few as possible, particularly if your primary or secondary audiences are not as well versed in their use. You must also watch for confusing or incorrect word choice in your document. See appendix D for a list of commonly misused words.

**Structure** The introduction is an important place to set up the underlying flow for the rest of the document. An effective introduction accomplishes three aims: It builds readers interest, explains your purpose for writing, and it provides a preview of the document. Build the readers interest. One method to build interest is to refer to an existing situation, to establish a context. As you know, we are currently planning for the new fiscal year. Explain your purpose for writing. Let your readers know your reason or purpose for writing. That way they can read with that purpose in mind. This report summarizes the results of our first-quarter sales. I am writing to solicit your opinion on this proposal. Include a brief "table of contents," so your readers will be able to comprehend your writing more easily and to choose specific sections for reference, if they wish. This report is divided into three main sections: The end of your document is another emphatic place in the document. One option "if you are using the direct approach and if the document is long" is to restate your main ideas. Or, if you are using the indirect approach, state your conclusions or recommendations. Perhaps the most typical closing is to end with an "action step" or feedback mechanism. Please let me know if I can be of any further assistance. Once I have your approval, I will proceed with this plan. Three pitfalls to avoid in the closing include:

## Chapter 5 : STYLE IN BUSINESS WRITING

*Rhetorical elements (logos, ethos, and pathos) and cognate strategies (clarity, conciseness, arrangement, credibility, expectation, reference, tone, emphasis, and engagement) are goals that are achieved in good business writing.*

Examples of good writing and bad writing abound in the digital age. Defining what good writing is like defining what good wine is. People can usually tell the very bad from the very good. Writing is a relatively recent human invention. Still, examples of good writing have certain features that set them apart from examples of mediocre or bad writing: Good writing is clear. The effectiveness of a message is only as good as its clarity. After all, if a reader is confused by a text, then what good is the piece of writing? Clear writing has no vagueness in meaning what linguists call semantic ambiguity. Clear writing is also accessible writing—that is, the text is understandable to most readers. In fact, big words and industry jargon often obscure a message. They make readers work harder to understand a text. The examples of good writing below use clear language. Good writing is concise. It takes less processing power to understand a sentence with 10 words than one with 30 words. Good writing is correct. Good mechanics grammar, spelling, punctuation, capitalization make your writing easier to understand. Sentences that are properly punctuated are easier to read than those that are not. Rather, what is considered proper English is, like so much else, a matter of fashion. She lived in public housing. By the next century nearly half of the roughly 7, languages spoken on Earth will likely disappear, as communities abandon native tongues in favor of English, Mandarin, or Spanish. What is lost when a language goes silent? The National Geographic Society, Jul. For nearly a century and a half, this country deluded itself into thinking that its greatest calamity, the Civil War, had nothing to do with one of its greatest sins, enslavement. Which tongues work best for microblogs? The Economist Newspaper Limited, 31 Mar. This post could never contain a complete list of examples of good writing. Of course, you may not agree with my definition of good writing. Good writing imparts information, persuades, defends, and so on. Good Writing Has Been Edited! In short, a printed newspaper published daily usually has more typos than a bound volume published once. A newspaper is read and then thrown out. But a book may be read again and again. One daily may have relatively error-free copy, for example. By contrast, a book by a well-known author could be rife with typos. The book production team was asleep at the wheel. In general, then, the text in monthlies contains fewer errors than that in weeklies. In addition, the writing in certain well-known publications is superb. National Geographic is a joy to read not just because the stories take the reader to distant lands. The articles are extremely well written. In addition, the word choice is precise and the level of detail serves the first-rate photography. You can find examples of good writing every day in reputable American newspapers. Resources Want to learn how to write effectively in business or nonfiction texts? Or read our tips for effective business writing. If you want to polish your own writing, then download our free white paper on writing effective web copy.

**Chapter 6 : Effective Business Writing: Top Principles and Techniques**

*Many people find that the writing style and structure they developed in school doesn't work as well in the business world. "Even if I knew good business writing from the get-go, I think.*

Effective channels of communication make an organization run smoothly. Professional quality writing being sent through these channels improves productivity and the ability of all functional areas to work together, particularly in an increasingly global workplace where collaboration is the norm. But everyone in the business world finds it necessary at times to persuade someone else to take an action based on written material they have sent. The chief financial officer of a company makes written recommendations to the chief executive officer about expenditures. Human Resources tries to make a written case for hiring a particular individual to the manager to whom the person will report. Clarity Clarity in writing is one of the most difficult skills to master. Word choice comes more easily for some businesspeople than for others. Venture capitalists sometimes receive business plans that are so unclear it is difficult for them to tell what business the company is in. Presumably, expressing it clearly on paper proved too difficult for them. Professional Courtesy In this age of text messaging, business communication increasingly comes in a shorthand fashion. Even email has a much less formal style in many companies than a letter. Taken to an extreme, this type of writing can seem lazy. If communication becomes too abrupt, it can send a message that the person receiving the message was not important enough for the sender to take the time to communicate in complete sentences or check spelling and grammar. Conversely, a carefully written email can be more impressive than a letter because it has the added element of rapid transmission--the other person was so important that the sender wanted to make sure the message arrived quickly. Completeness Business communication can be ineffective if a document does not completely express its intention. An instruction manual on how to operate machinery, for example, must not have gaps in the sequence of steps or the how-to explanations. The result of incomplete information could be failure to run the machine properly or even cause injury to the equipment operator. Inspiring Confidence Supervisors and business associates who express themselves well in writing inspire a feeling of confidence in their abilities from employees or colleagues. Sharp writing conveys the impression that a sharp mind composed the words. Sloppy writing, on the other hand, can make others conclude that the creator is not intelligent. Some might even question their job-related competence. Team Building Written communication to employees is one way a company shows that it values their contribution and appreciates their efforts. Subtle but strong bonds of teamwork can be built through simple means such as sharing company-wide accomplishments -- sales milestones, for example -- with everyone in the organization. The tone of the communication is particularly important. If it is energetic and positive, the employees will respond to it in an equally positive fashion.

**Chapter 7 : 7 Simple Examples of Business Email Writing in English**

*In many ways, good writing is good writing regardless of its particular purpose, but the following characteristics are especially important for business writing. Clear Purpose The well-known saying, "Time is money," is well-known because it's true.*

While there is no one standard style that every writer must follow, there are two key elements in an effective writing style. One is readability, meaning the use of words, phrases, sentences, and paragraphs in such a way as to communicate facts and ideas clearly. Good style communicates information effectively. It moves the reader along easily from word to word, sentence to sentence, paragraph to paragraph, and one section of the paper to the next. Bad style is boring and often confusing. A coherent paragraph is a group of sentences all relating to one basic idea. The first sentence is often a topic sentence, meaning that it states the unifying theme that binds the sentences together. In a paragraph, each sentence should develop logically from the preceding one. Often, one should use "connector" words or phrases to make this logical development clear to the reader. Write paragraphs that are neither too short nor too long. Avoid paragraphs that contain only one sentence. If you have a paragraph that is more than about a half page in length, try to break it into at least two paragraphs. Begin most sentences with the subject, rather than with a dependent clause, an adverb, or a prepositional phrase. Such devices may provide useful variety if used sparingly, but they often slow the natural flow of ideas. John Smith, realizing that he had perhaps only one last opportunity to bring order to a community torn by strife and lack of bureaucratic efficiency, decided to assume absolute control over the Jamestown settlers. John Smith decided to assume absolute control over the Jamestown settlers, realizing that this might be his last opportunity to bring order to a community torn by strife and lack of bureaucratic efficiency. Write with an economy of words. Communicate a fact, opinion, argument, etc. Good writers always follow this principle. Several of the following suggestions will contribute to developing a tight prose style. Do not use empty, cliché words and phrases in your writing. These include "Generally," "in general," "basically," "it went as follows," "really," "it has been proven time and time again that. It is a safe assumption to state the idea that the attitudes of our forefathers have affected the entire course of history. Delete the first ten words. Begin the sentence with: The attitudes of our forefathers. Communicates the same idea much more forcefully and directly. Avoid the passive voice wherever possible. Use the active voice instead. President Lincoln was shot by John Wilkes Booth. The same information, recast in the active voice: John Wilkes Booth shot President Lincoln. The passive voice is usually in the form shown in the first example: Overuse of the passive voice is one of the most common style errors in college student papers. The passive voice is weak; things are happening to people rather than people doing things. Also, the passive voice is wordier, therefore more boring. One cannot always avoid the passive voice, especially if the subject is not known, or if it would sound strange [or be wordy] to specify a subject. Keep sentences relatively short. One way to keep sentences short is to avoid excessive use of dependent clauses. If a portion of your paper seems stiff and difficult to follow, count the number of dependent clauses. If several follow one after the other, rewrite. Do not overuse adjectives. Properly used, adjectives can add interest and clarity. Too many adjectives, however, slow down the flow of your ideas. Do not string together prepositional phrases in a sentence. It makes it difficult for a reader to understand what you are trying to say. The civil rights movement of the post-World War II era among black activists in the South and sympathetic liberals in other parts of the nation and among some leaders in both major political parties was part of a progressive tradition aimed at elements of society with legitimate complaints against the prejudices of the majority of persons in twentieth-century America. The post-World War II civil rights movement attracted black activists in the South and sympathetic liberals throughout the nation and had the support of some leaders in both major political parties. It was part of a progressive tradition which sought to meet the legitimate complaints of persons suffering racial discrimination at the hands of many twentieth-century Americans. Avoid using prepositional phrases conveying possession wherever possible. Change to the possessive form. The chief talent of Daniel Webster was his gift of oratory. Always use the past tense when writing about things that happened in the past. The problem, as Houston views it, is how to keep

his army intact. Meanwhile, Santa Anna pursues him relentlessly. Change to viewed, was, and pursued. Such prose is boring. The following excerpt from an actual history term paper illustrates the problem: It seemed the years of prosperity were to come to an end for Castroville. In the s, Castroville rejected a proposition from a railroad company due to the cost and it was subsequently built five miles south of Castroville. This killed the freighting business of Castroville almost at once, and in the county seat was also moved to Hondo. Many of the people of Castroville moved to the new county seat, while others moved to San Antonio. The situation changed in the s, after Castroville rejected a proposition from a railroad company to construct a line through the town. It was subsequently built five miles south of the community. This quickly killed off the local freighting business. In the county seat transferred to Hondo. Many Castrovillians moved there, while others withdrew to San Antonio. A particular case of the same problem: Avoid repeating pronouns referring to the same person throughout a paragraph she, her, hers, she, she, her, etc. Clarity demands that you identify important persons and terms in your paper. Your theoretical target reader is not your professor but a fellow college student who is not an expert on your subject or on history in general. Therefore, when you introduce a person in your prose, briefly identify him or her. Also, if you introduce a term that is not familiar to the typical college student, briefly explain it in the text. Elegance in Writing Style This is difficult to define and describe. Perhaps it is useful to suggest that elegant writing style is neither colloquial and "slangy" nor too much given to fancy, polysyllabic words, either. It is graceful, aesthetically pleasing, and unobstrusive. Following are suggestions to help you write with in an elegant style. Wherever possible, use short words generally of Anglo-Saxon origin rather than longer ones often derived from Latin. These were his words: Do not use contractions in formal writing. Write out both words, did not. Do not use slang or colloquialisms in formal writing. Jackson was fixing to change to about to leave for his plantation in Tennessee but reconsidered when he heard what Calhoun had said. Grant was drunk a lot of the time. In most instances, avoid using personal pronouns referring to you, the author of the paper. It seems to me that Senator McCarthy should have realized that he had gone too far in his "witch-hunt" for suspected Communists. Delete the first five words. Delete the phrase set off by commas.

## Chapter 8 : Brief Guide to Business Writing

*The purpose of business writing is to convey information to someone else or to request information from them. To be effective writing for business, you must be complete, concise, and accurate.*

## Chapter 9 : Examples of Good Writing | RedLine Language Services

*Grammar and style: Many writers would wish this one away, but for a piece of writing to be considered good (let alone great), it has to follow the rules of grammar (and break those rules only when there's a good reason). Style is also important in ensuring that a piece of writing is clear and consistent.*