

**Tool 12–9**

**Business Writing Tips**

**BASIC TIPS FOR BUSINESS WRITING**

<p><b>Write to express, not to impress.</b></p>	<p>Don't use acronyms (abbreviations) or unfamiliar terms unless you explain them.</p>
<p><b>Plan your documents.</b></p>	<p>Consider the audience and what you want them to understand, do, or feel. Use appropriate language for that audience.</p>
<p><b>Use your subject line.</b></p>	<p>Subject lines of emails, memos, and letters should be designed to catch the attention of the receiver. In a crowded email inbox, messages can easily be overlooked if you have neglected to include a subject line.</p>
<p><b>Use active verbs.</b></p>	<p>Sentences in which the actor is before the action is active voice. (He threw the ball.) Passive voice is when the receiver is first. (The ball was thrown by him.) The active voice is more natural and dynamic.</p>
<p><b>Use positive language.</b></p>	<p>Tell what you can do instead of what you can't do.                  Instead of: We can't deliver that until Thursday.                  Write: We can deliver that on Thursday.                  Both lines say the same thing, but the second one keeps a positive tone.</p>
<p><b>Avoid slang.</b></p>	<p>This includes emails in which slang might include symbols, initials such as LOL, and all capital letters to indicate shouting.</p>
<p><b>Summarize your documents.</b></p>	<p>This includes emails in which slang might include symbols, initials your message with the rule of effective presentations: "Tell them what you're going to tell them, tell them, and tell them what you told them."</p>
<p><b>Enlist a proofreader.</b></p>	<p>Especially with major documents, one set of eyes is not enough to review a communication before it is sent out. Ensure that you have a good proofreader review your materials before sending them out.</p>