

## Tips for effective business writing

How much time do you spend writing emails and proposals? Is your writing clear and concise? How often do you find yourself explaining misunderstandings?

These simple tips will help you write more effectively:

### TIP 1: planning

Take a few moments to think carefully before you write. What is your objective? Do you need to persuade, inform, brief, remind or complain?

How much time do you need or want to spend on the writing task?

Do you have the information / knowledge you need to write?

### TIP 2: clarity

Be clear about why you are writing and not using the phone, for example. Is it because the message is complex but important? Is it to clarify and formalize your thoughts or opinions? Is it because an instant written response is needed? Or is it so that you can send the same message to a number of people at the same time?

### TIP 3: structure

Establish a clear structure using the appropriate format and layout.

Have a clear start and finish. Organise your information into short paragraphs with spaces between each paragraph. Link your ideas with connecting words or phrases.

Use headings or bullet points to highlight key points.

### TIP 4: tone and style

Select the right language to convey the right style. Remember the acronym KISS (Keep It Short and Simple) and avoid using jargon or complex words where possible. Avoid repeating words and phrases. Start and end your writing with correct standard phrases. Pay careful attention to grammar, spelling and punctuation.

Finally, review content, format, style and LANGUAGE. Check grammar, punctuation and spelling one more time. If possible, get feedback from a colleague before you press 'SEND'