



## Get Results with Clear Business Writing

### Consider Your Audience

**Who will be reading it?** Think about the tone, formality, the amount of detail – *What will make the message clear & significant to the reader?* **Who could be reading it?** Before you write, remember: Senior leaders, co-workers and clients are only an e-mail “forward” or “BCC” away.

### Know the Purpose

Are you simply sharing facts, or are you trying to convince your readers to do something? To inform: Choose a clean and logical outline to give only the information necessary. To persuade: Provide reasons or benefits that will be compelling to the reader.

### Grab Their Attention!

The main point of any written communication needs to appear at the beginning. Don't waste time or words on irrelevant information or stale phrases. Craft the introduction with something of interest to the reader; use a question, an inventive description, or a pertinent reminder from your last exchange.

### Reduce Wordiness

*At this point in time* = **now**. *Within the realm of possibility* = **possible**. Using fewer words ensures that they will be read.

### Use a Conversational Style

It is perfectly acceptable to write the way that you speak. Your audience will find your writing easy to understand and more interesting. The goal is to inform, not to impress.

### Include a Call to Action

Be direct. Suggest an action or direct a next step. Attempt to reduce qualifiers, apologies, and excuses. Remember, some communications are continued in a face-to-face setting.

### Check Your Work!

Have automatic spell-check set as a preference in all your software programs – AND proofread carefully for incorrect words, grammar and punctuation. For sensitive communications, have a trusted peer proofread your work – for meaning and impact.



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