

# Contents

## Preface: The Business of Writing

- How will this manual improve my writing? **1**
- How can I improve my business writing right now? **2**
- How can I benchmark my writing? **4**

## Part I: Strategies for Effective Business Writing

### PRACTICING BUSINESS-WRITING BASICS:

- Strategy 1:** Write a Document in Four EZ Steps **8**
- Strategy 2:** Analyze the Situation **10**

### TRAIT 1 DEVELOPING STRONG IDEAS

- Strategy 3:** Develop Strong Claims **12**
- Strategy 4:** Support Your Claims Effectively **14**
- Strategy 5:** Use Deductive or Inductive Logic **16**

### TRAIT 2 STRENGTHENING ORGANIZATION

- Strategy 6:** Use Three-Part Structure **18**
- Strategy 7:** Be Direct or Indirect as Needed **20**
- Strategy 8:** Order Information in Lists **22**

### TRAIT 3 USING A PROFESSIONAL VOICE

- Strategy 9:** Use Appropriate Formality **24**
- Strategy 10:** Keep Your Voice Positive **26**
- Strategy 11:** Develop a “You Attitude” **28**

### TRAIT 4 CHOOSING THE BEST WORDS

- Strategy 12:** Use Fresh, Precise Words **30**
- Strategy 13:** Get Rid of Wordiness **32**
- Strategy 14:** Use Fair, Respectful Language **34**

### TRAIT 5 IMPROVING SENTENCES

- Strategy 15:** Combine Choppy Sentences **36**
- Strategy 16:** Energize Your Sentences **38**
- Strategy 17:** Write Tight, Balanced Sentences **40**

### TRAIT 6 EDITING FOR CORRECTNESS

- Strategy 18:** Correct Unclear Wording and Faulty Sentences **42**
- Strategy 19:** Correct Common Errors **44**

### TRAIT 7 CREATING READER-FRIENDLY DESIGN

- Strategy 20:** Develop an Effective Page Design **46**
- Strategy 21:** Make Sound Typographical Choices **48**
- Strategy 22:** Empower Your Message with Graphics **50**

## Part II: Forms of Business Writing

### SESSION A: CORRESPONDENCE

- How can I reflect on the writing situation? 54
- What type of correspondence should I create? 54
- How should I organize good-news messages? 55
- How should I organize bad-news messages? 56
- How should I organize persuasive messages? 57

### SESSION B: REPORTS

- How can I develop an effective report? 60
- How should I organize my report? 61
- How should I design my report? 62

### SESSION C: PROPOSALS

- How can I develop an effective proposal? 66
- How should I organize my proposal? 67
- How should I design a proposal? 68

### SESSION D: INSTRUCTIONS

- How can I develop helpful instructions? 70
- How should I organize and design instructions? 71

