

Business Writing Made Simple

Learning Objectives

- Write simply in ways that get real results
- Get through writer's block and finish a draft quickly
- Choose the right words to set the right tone
- Persuade resistant readers to act on your recommendations
- Deliver bad news and unpopular messages in tactful ways
- Avoid common grammar, punctuation, and writing errors

An Approach for Writing Simply

- Describe three measures of effective business writing
- Describe seven rules for writing simply
- Use the smart model for writing simple messages
- Avoid common business writing problems

Seven Rules for Writing Simply

- Understand and apply rules for writing simply—at the document, paragraph, sentence and word levels
- Understand and avoid common errors in grammar and punctuation—overwriting, faulty parallelism, missing commas, and comma splices

Writing Simply in Difficult Situations

- Follow the P-O-W-E-R writing process to get through writer's block
- Apply tips for simplifying complex information
- Use the indirect approach for delivering bad news
- Write a persuasive business case