

Strong Business Writing for Busy Professionals

Fix the #1 Writing Mistake – Writing Without Intention:

Three key questions to ask before writing:

1. What is my purpose?
2. What do I need the reader to do, decide, or know?
3. Who is my audience and why should they care? What's in it for the reader?

Are You Making One (or More!) of These Common Business Writing Mistakes?

1. Writing to sound smart instead of to be understood.
2. Overusing jargon and buzzwords.
3. Long emails with no clear point.
4. Writing in the passive voice instead of the active voice.
5. Forgetting the reader's perspective.
6. Using redundancies in your writing.

The Top New Rules of Business Writing:

1. Clarity wins – use plain words.
2. Lead with the answer – don't build suspense.
3. Write for scanning, not reading.
4. Without clear action, expectation, or takeaway - it's just noise.
5. Be direct and kind – clear and respectful, not stiff or apologetic.
6. Spend at least 30% of your time editing and proofreading your documents.
7. Use headings, bullets, and white space to make your document scannable.
8. The BLUF Principle (Bottom Line Up Front).

How Do You Write Better Emails?

Keep the below tips in mind to write emails more efficiently:

- One email = one purpose.
- Never send an email without a subject line.
- Don't warm up – start with the purpose, outcome, request, or decision – then add context.
- Make the “ask” obvious – what you want, by when, how to respond.
- Don't email what should be a meeting, and vice versa.

- End with a clear close – it's the last thing you leave the reader with, so don't let your close fizzle.
- Clear next steps/request.

[Catch the webinar reply here.](#)

We offer many professional skills [writing courses](#), available for both [public](#) and [private](#) training.

Writing clearly is one of the most important skills you can have in today's workplace! Start here:

- [Business Writing That Works Level 1 \(Basic\)](#)
- [Business Writing That Works Level 2 \(Advanced\)](#)
- [Business Writing That Works Complete](#)

Do you need more specific writing training? Check out our other [writing courses](#):

- [Revising, Editing, and Proofreading for Effective Business Writing](#)
- [Writing Reports and Proposals](#)
- [Minute Taking Essentials](#)
- [Government Briefing Notes](#)