25 ACTION STEPS TO IMPROVE YOUR BUSINESS WRITING
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YOUR SITUATION

• Manager, Real Estate Sales, Zigafuz Inc.
• 02/01/2013–closing on sale of Bldg. 12 in DIRC Park, PA – mortgage interest collected until 02/10/2013
• Mortgage Co, received payoff on 02/03/2013
• Mortgage Co. promised at closing to send Zigafuz Inc. interest from 02/03/2013 to 02/10/2013
• As of 02/15/2013, money not received.
#1 - THE WHY
#2 - WRITE IT DOWN
#3 - TWO MAJOR TYPES OF BUSINESS WRITING
#4 - First type of business writing to convey information
#5 - Second type of business writing

Get the reader to just "Do it!"
#6 - SOMETIMES BUSINESS WRITING HAS BOTH OF THESE TYPES
#7 - MAIN MESSAGE - THOUGHT

SHOULD BE FIRST
#8 - DIRECT APPROACH BEST UNLESS
BAD NEWS OR PERSUASIVE MESSAGE
#9 - BE CONCISE IN YOUR WRITING
#10 - Use lists, bullets or numbers if more than two items.
#11 - USE NUMBERED LISTS OFTEN !!!
#12 - CONSIDER COPYING EMAIL IN YOUR REPLY
#14 - MAKE NO ASSUMPTIONS
THESE CAN BE DANGEROUS
#15 - USE CUT & PASTE

NO LAW AGAINST THIS
#16 - MAKE IT AS EASY AS POSSIBLE FOR THE READER TO DO WHAT YOU WANT THE READER TO DO
#17 - Watch the Tone of Your Message
#19 - BE CAREFUL IN WHAT YOU SAY & HOW YOU SAY IT
#20 - "SLEEP ON IT"
DELIBERATE THINKING IS OFTEN A GREAT IDEA
#21 - TYPE MESSAGE IN WORD PROCESSOR
THEN CHECK & PASTE IN EMAIL
#22 - Say "YOU" More Than You Say "I" in Your Business Writing
#23 - ELIMINATE THE NEGATIVES & CRITICAL COMMENTS FROM YOUR BUSINESS WRITING
#24 - MAKE A HABIT OUT OF THE ACTION STEPS YOU USE
#25 - Never stop studying & learning. Better ways to communicate.