



25 ACTION STEPS TO IMPROVE YOUR BUSINESS WRITING

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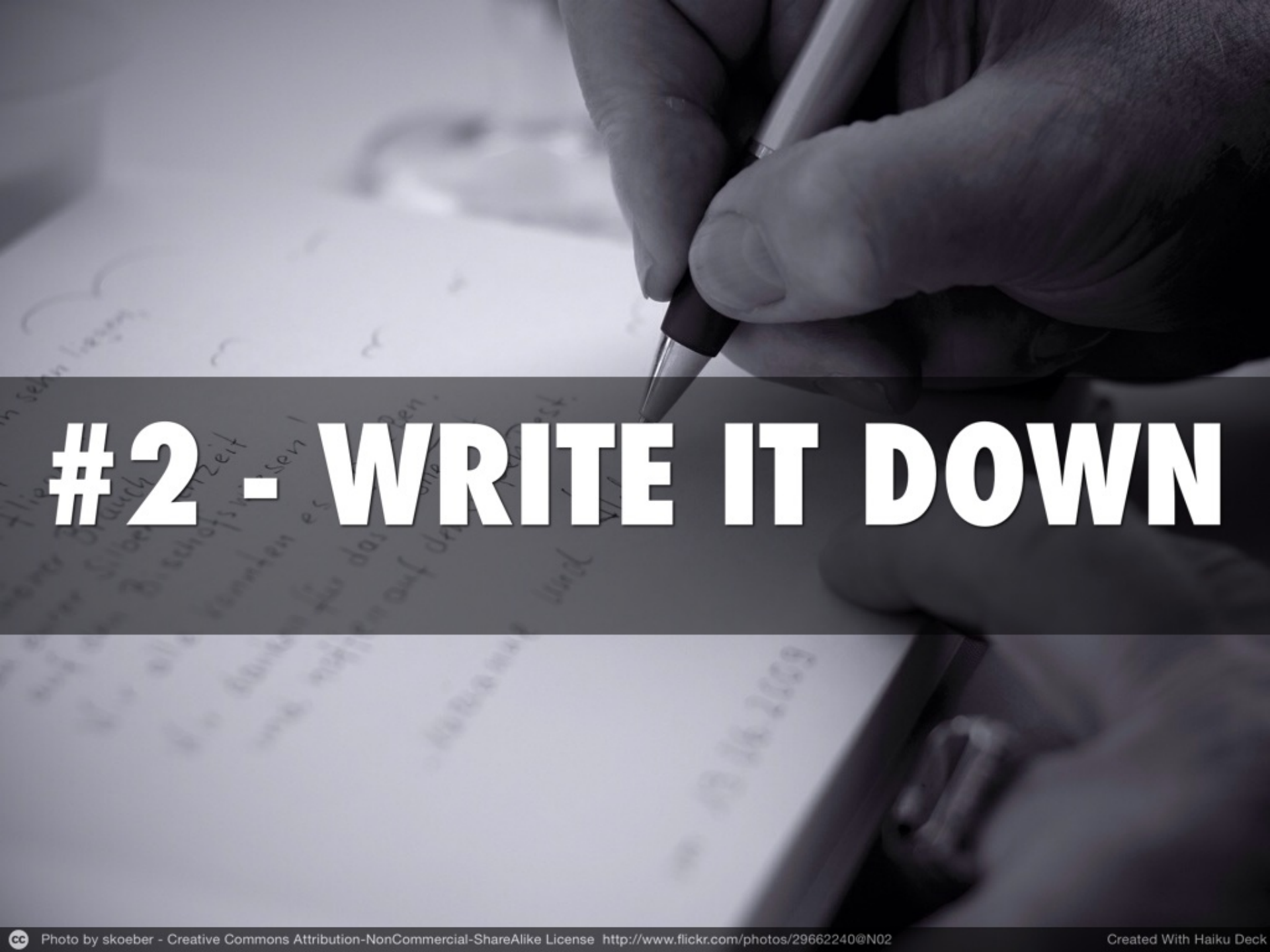
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YOUR SITUATION

- 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**

Red Apples



#7 - MAIN MESSAGE - THOUGHT
SHOULD BE FIRST

A close-up painting of a clown's face. The clown has white face paint, dark, spiky hair, and a large, bright red nose. His eyes are wide open with brown irises, and his mouth is slightly open in a surprised or concerned expression. The background is a light purple color.

**#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

A vintage Bush radio is the central focus, featuring a large speaker grille and a tuning dial with various station names. To its right is a wicker basket. In the foreground, there are several items: a tin of 'SOMME' soup, a small tray with round objects, a checkered board, and a box of 'SNAP CARD GAMES'.

13 - WII-FM

#14 - MAKE NO ASSUMPTIONS

THESE CAN BE DANGEROUS



A bronze statue of Lady Justice, blindfolded and holding scales of justice. The statue is the central focus of the image, set against a blurred background. The text is overlaid on a dark horizontal band across the middle of the image.

#15 - USE CUT & PASTE

NO LAW AGAINST THIS

A close-up photograph of a red, circular button with a silver base, resting on a wooden surface. The button has a white dollar sign (\$) embossed on its top. The silver base features the 'STAPLES Business DEPOT' logo. A semi-transparent dark banner is overlaid across the middle of the image, containing white text.

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

love

A man with a beard and glasses, wearing a suit and tie, is speaking at a conference. He is gesturing with his hands as he speaks. The background is slightly blurred, showing other people in business attire.

#18 - BE PROFESSIONAL

WATCH INFORMALITY IN BUSINESS COMMUNICATIONS



**#19 - BE CAREFUL IN WHAT YOU SAY
& HOW YOU SAY IT**



#20 - "SLEEP ON IT"

DELIBERATE THINKING IS OFTEN A GREAT IDEA

A close-up photograph of a person's hands typing on a small, silver Dell Inspiron mini laptop. The laptop is resting on a thick, circular wooden stump. The screen is open and displays a document with text. The background is a blurred, light-colored wall. A semi-transparent dark banner is overlaid across the middle of the image, containing white text.

**#21 - TYPE MESSAGE IN WORD PROCESSOR
THEN CHECK & PASTE IN EMAIL**

I want you for U.S. army.
L'armée américaine a besoin de vous, 1917.

James Montgomery Flagg (1879-1960)
Portrait of Uncle Sam, 1917
affiche, photographie en noir et blanc

Cette affiche produite à plus de 5 millions
d'exemplaires est probablement la plus connue
de toutes les affiches américaines.

L'auteur s'est lui-même représenté en Uncle
Sam, reprenant le pose d'une célèbre affiche
publicitaire d'Alfred Lewis de 1814, montrant
un homme en costume américain versant le
serment de fidélité au drapeau.
L'original de cette affiche
est conservé au musée de l'histoire de l'armée.

#22 - SAY "YOU" MORE THAN YOU SAY "I" IN YOUR BUSINESS WRITING

WALTER DUNSTON/HERBERT FLAOG
**I WANT YOU
FOR U.S. ARMY**

NEAREST RECRUITING STATION



**#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