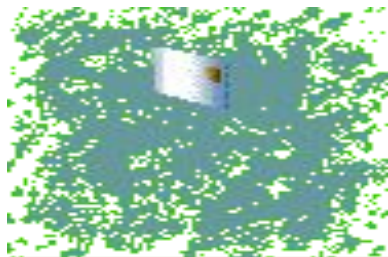


EFFECTIVE BUSINESS WRITING





Three steps of effective business writing



Prewriting – preparation, planning, background research



Writing – organizing and outlining material, writing the first draft



Revising – reworking and editing the draft, final typing and printing, proofreading



Step one: Prewriting

1. Identify and state a purpose of the message



In one or two sentences or a brief paragraph, state the purpose of the message. If necessary, talk subject over with others.

2. Know the audience



Think over the readers should know or be able to do after reading this message. What is their level of understanding or expertise regarding the subject? Is the aim of the message to persuade them or to accept something? Don't forget their interests and motivations.



Step one: Prewriting

3. Define the scope of the subject



Distinguish between information the reader needs to know and information that is merely nice to know. Limit the subject and focus on specific topics.

4. Think about the wishful result or action



Tell the readers as clearly as possible what is expected or what action is wanted them to take

5. Accuracy



Check all the facts from sales figures to the correct spelling of the company name and the name of the person are addressed to.



Step two: Writing

1. Organize the data and devise a rough plan



Each type of letter has a specific purpose that will determine how to organize and arrange the material for the most effective presentation.

2. Outline the writing project



The more detailed the outline, the easier it will be to write the letter, or memo.

3. Write the first draft



The first draft is a working draft. It should be written quickly without too much thought to elegant expressions or final order or paragraphing. The object is to get the material on paper to make fuller the structure of the outline.



Step three: Revising

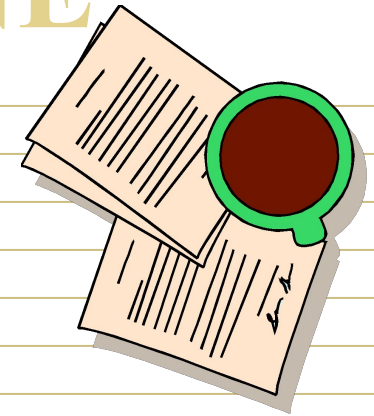
- 1. Edit and rewrite the draft for clarity, tone, accuracy, brevity**
- 2. Check for grammar and spelling errors and other careless mistakes.**
- 3. Make sure the final copy is neat and free from errors and defects**

How to organize writer's points logically

Think about how you would organize your thoughts if you were speaking rather than writing to the recipient

1. Introduce yourself.
2. State your concern or reason for writing.
3. After the main content of your letter include information on how you can be contacted.
4. The end of the letter is also a place to express gratitude, wish good-luck, or offer sympathy.

EXAMPLE OUTLINE



RECIPIENT

KAREN JACOBSON

ACQUAINTANCE (MET TWICE BEFORE, BRIEFLY)

TITLE: PRESIDENT, THE FLYING CLUB

ADDRESS: 44 WINDERMERE DRIVE, WATERLOO, ONTARIO L1B 2C5

REASON

- To invite a board member to remain on the board for a second term.
- Other members suggested that she has enjoyed this position and has been thinking about staying on.
- No other volunteers have come forward to take over at the end of September.

SPECIFIC DETAILS

If she decides to stay on she will need to be available for the national meeting on 5 November.

Board members who stay for two terms are sometimes asked to take on extra duties, such as taking minutes or hosting social events



RESPONSE

She will need to respond by 1 September.

She can contact me by email or phone

ORGANIZATION

- ✓ Return address of our institution
- ✓ Karen Jacobson's title and address
- ✓ Salutation: Dear Ms. Jacobson
- ✓ First paragraph: Introduce myself briefly--remind Karen where we met before. Provide my reason for writing: "I have heard from a number of board members that you may be interested in staying on for a second term. We would be very pleased to have you stay on for another year."
- ✓ Second paragraph: Explain what type of commitment this position will involve this year (once a month meetings, national meeting, plus possible extra duties)
- ✓ Third Paragraph: Provide deadline for response and how to contact me.
- ✓ Closing: Express thanks to Karen for volunteering her time this year



THE SEVEN “C’S” OF STYLE

1

Write the way you speak. Get rid of stilted phrases. Say “because” instead of “due to the fact that”; “the information” or, if you need to refer to a point, “the previous information” instead of “the aforementioned information.”

2

The language of the letter should be adapted to the reader. Use specific examples the reader can relate to. Don’t assume that the reader understands the jargon of your trade. Remember, most letters will be read by people that may be unfamiliar with the technical language or jargon used. Clarity is organizing the letter so each paragraph deals with only one main idea and presenting ideas in a logical order. The letter should not be a collection of random ideas. It should be single-minded in its purpose.



THE SEVEN “C’S” OF STYLE

3

It eliminates all unnecessary words. The longer the letter, the more ineffective it becomes. It is better to write a short letter with attachments than a long, detailed one. Short letters are read and remembered; long letters are skimmed and filed.

4

Make sure that all the information the reader needs to know is included. Don't include details that are interesting but not relevant.

5

Use words and phrases that set a positive tone. Words such as “failure,” “you neglected” and “error” tend to distance the reader from the writer. Words such as “agreeable,” “proud” and “success” help create a positive tone.



THE SEVEN “C’S” OF STYLE

6

Use specific terms that can be understood. Don't say, "The large order that we requested has not arrived." Say, "The order for 10,000 basins that we requested on May 3, 20XX, has not arrived as of June 20." Identify names and numbers. Write about what people can count or do. Include what people can see, touch, smell, taste or hear. In other words, make language clear. Make it concrete.

7

The last step in writing any business letter is to proofread it. If it is riddled with spelling, grammatical and typographical errors, it will detract from what you are trying to get across.

Basic expressions used in business letters



Opening, previous communication

Thank you for your e-mail (letter) of (date)...

Спасибо за ваше письмо от (числа)

Further to your last e-mail (letter)...

Отвечая на ваше письмо...

I apologize for not getting in contact with you before now...

Я прошу прощения, что до сих пор не написал вам...

Thank you for your letter of the (5th of March).

Спасибо за ваше письмо от 5 Марта

With reference to your letter of (23rd March)

Относительно вашего письма от 23 Марта

With reference to your advertisement in («The Times»)

Относительно вашей рекламы в Таймс

Letter writing causes

I am writing to enquire about

Я пишу вам чтобы узнать за...

I am writing to confirm...

Я пишу вам в связи с...

I would like to bring to your attention ...

Requests

Could you possibly...

Не могли бы вы...

I would be grateful if you could ...

Я был бы признателен вам, если бы вы ...

I would like to receive

Я бы хотел получить...

Please could you send me...

Не могли бы вы выслать мне...

Bad news informing

Unfortunately....

Безопасно, и что ...

Мы хотим сообщить вам, но ...

Мы хотим сообщить вам о...

Changeover to another topic

We would also like to inform you ...

Мы так же хотели бы сообщить вам о...

Regarding your question about ...

Относительно вашего вопроса о...

In answer to your question (enquiry) about ...

В ответ на ваш вопрос о...

I also wonder if...

Меня также интересует...

Thanks for interest

Thank you for your letter of

Thank you for expressing interest...

We would like to thank you for your letter of ...

Enclosures

We are pleased to enclose ...

Мы с удовольствием вкладываем...

Enclosed you will find ...

В прикрепленном файле вы найдете...

We enclose ...

Мы прилагаем...

Please find attached (for e-mails)

Вы найдете прикрепленный файл...