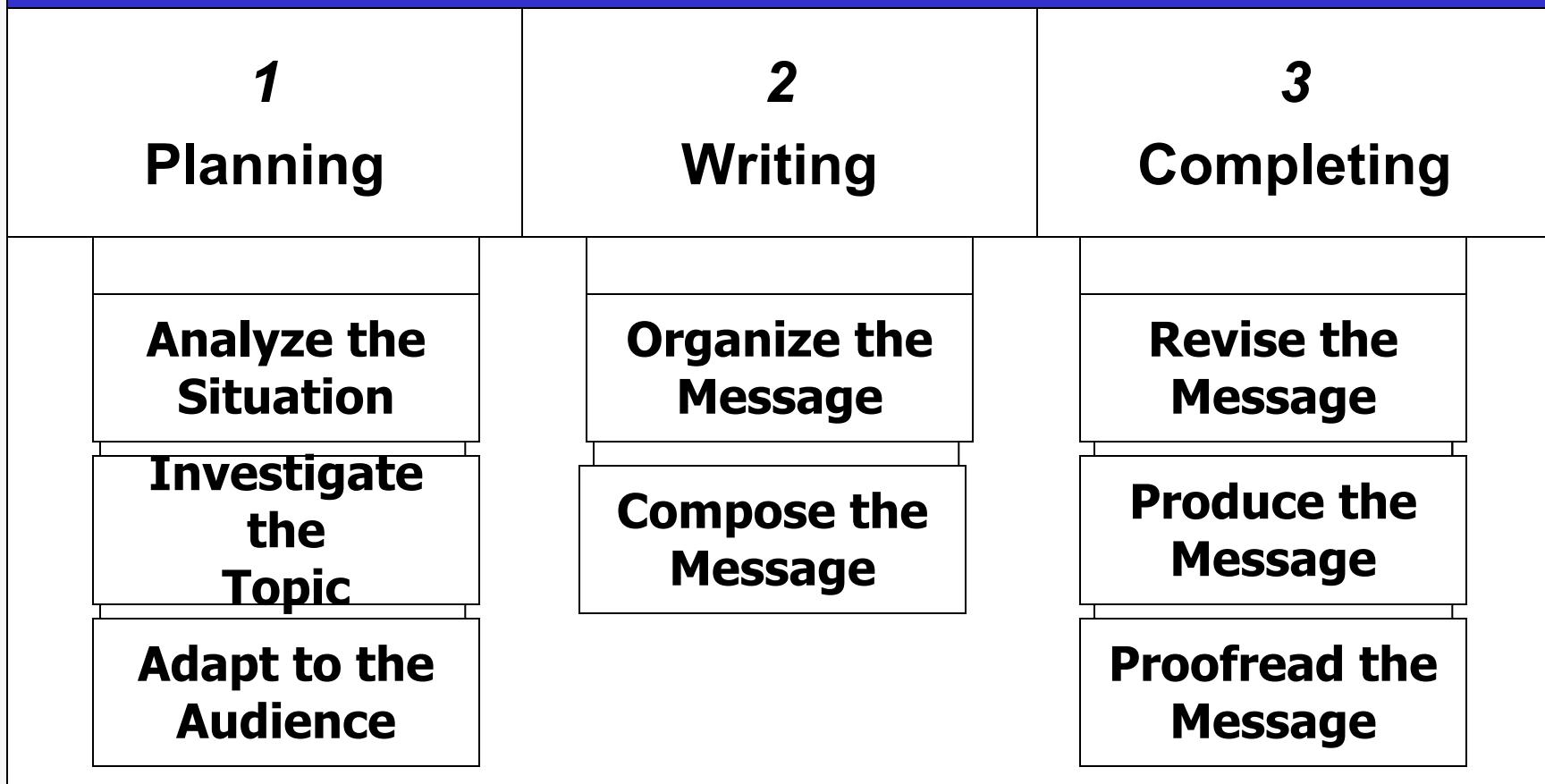


Writing Business Messages

Three-Step Writing Process



Organizing the Message

Writer Benefits

Save Time

Facilitate Feedback

Manage the Project

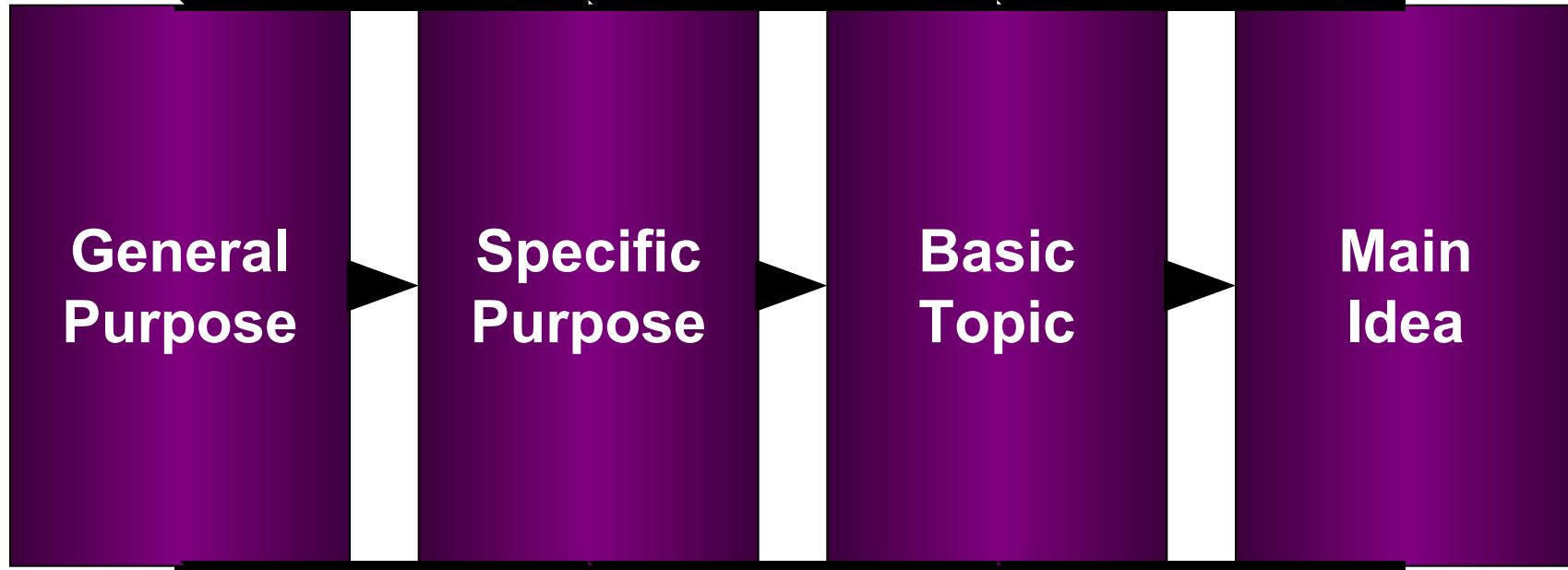
Audience Benefits

Promote Understanding

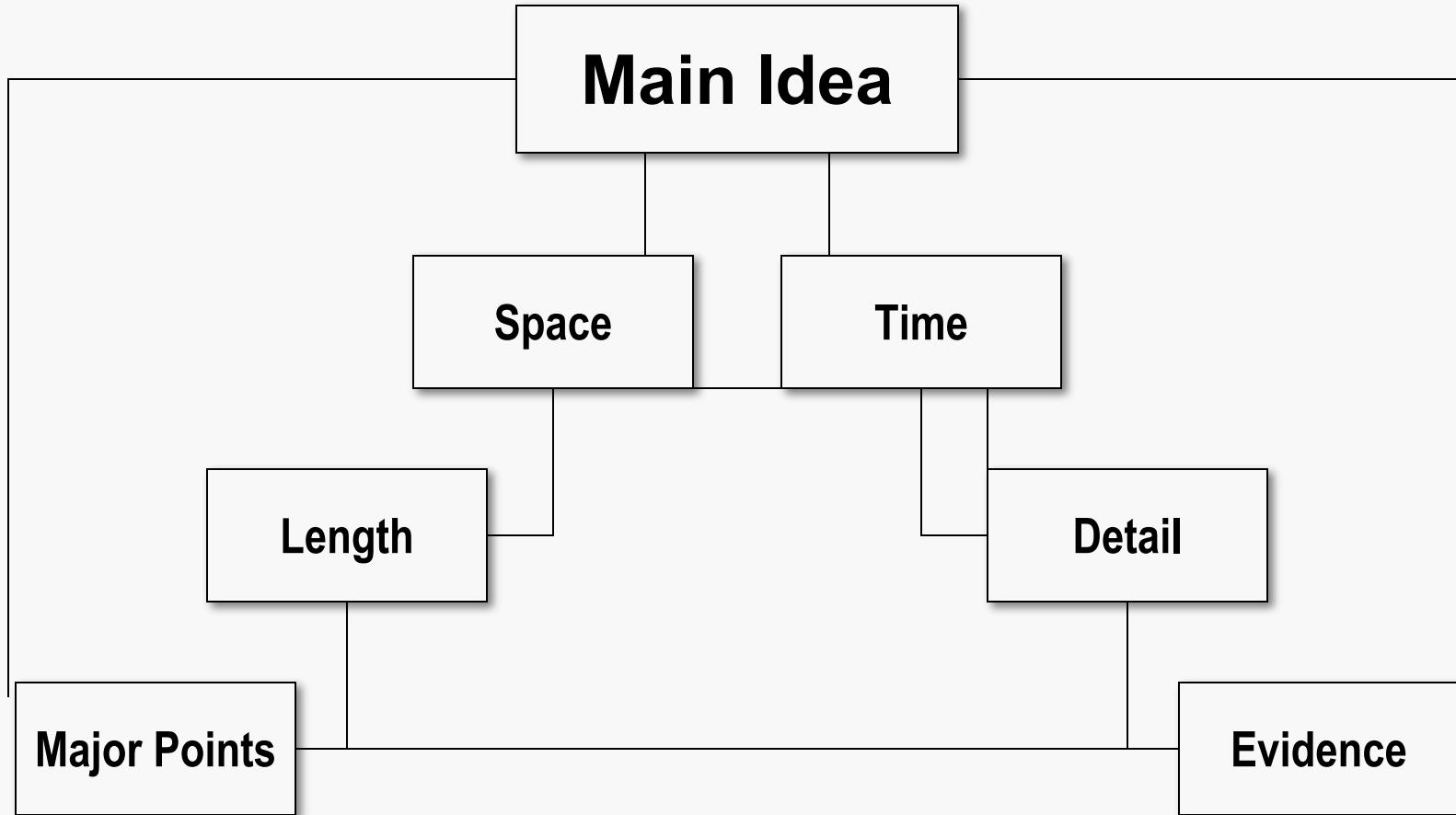
Boost Acceptance

Save Time

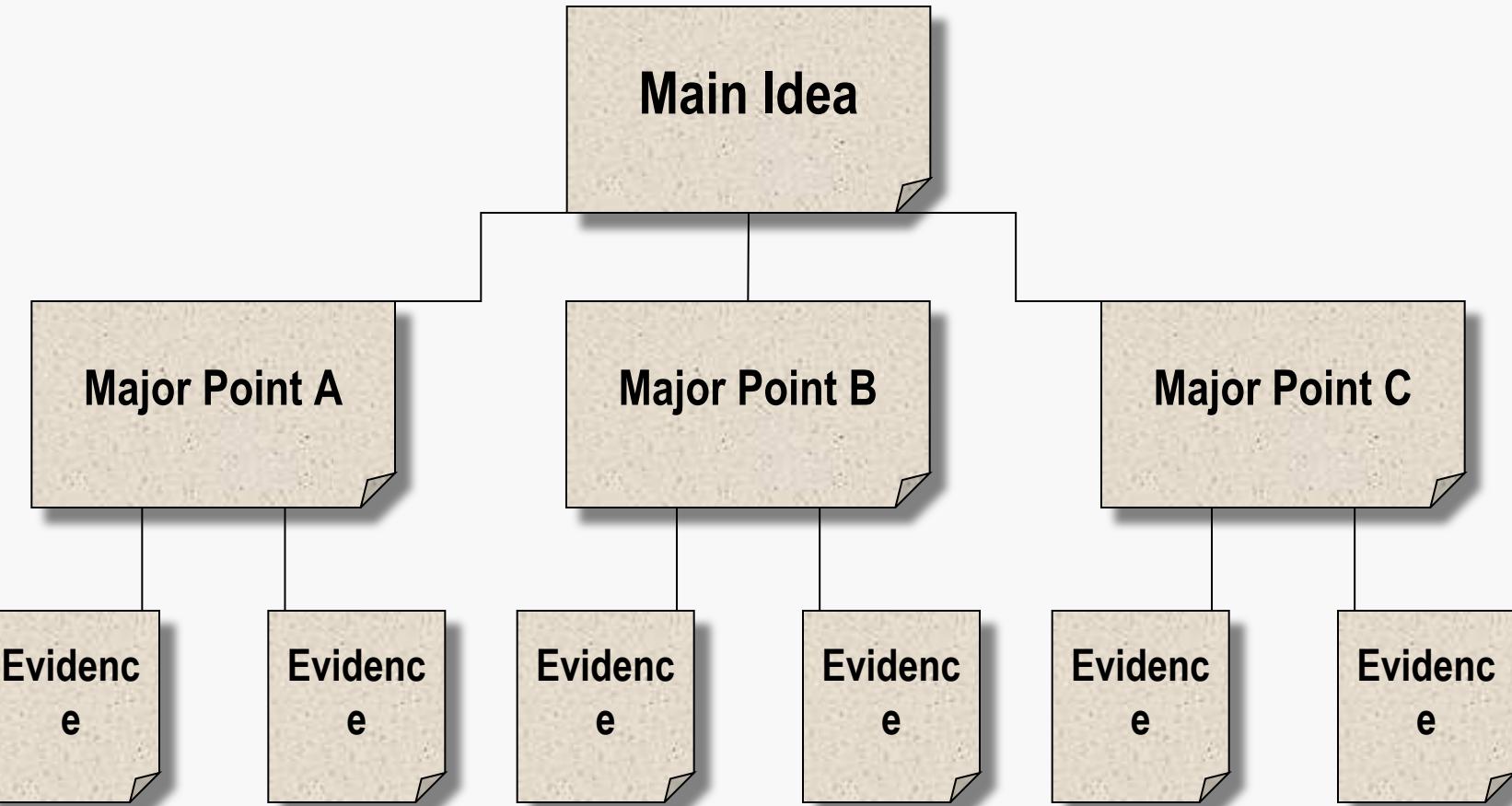
Defining the Main Idea



Limiting the Scope



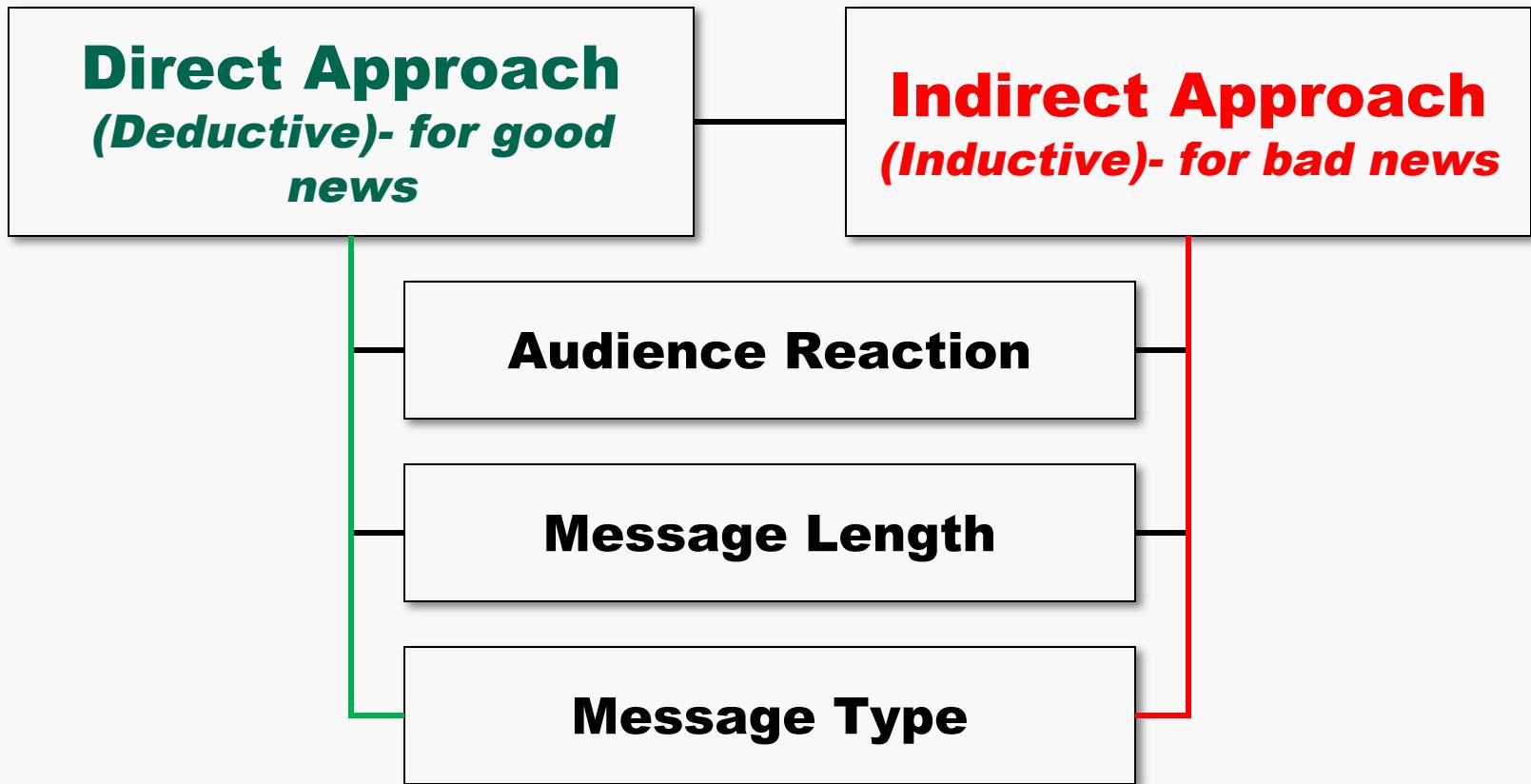
Outlining Your Points



Common Outline Form

Alphanumeric	Decimal
<ul style="list-style-type: none">• First Major Part<ul style="list-style-type: none">– First subpoint– Second subpoint<ul style="list-style-type: none">• Evidence• Evidence– Third subpoint• Second Major Point<ul style="list-style-type: none">– First subpoint– Second subpoint	<ul style="list-style-type: none">1.0 First Major Part<ul style="list-style-type: none">1.1 First subpoint1.2 Second subpoint<ul style="list-style-type: none">1.2.1 Evidence1.2.2 Evidence1.2.3 Third subpoint2.0 Second Major Point<ul style="list-style-type: none">2.1 First subpoint2.2 Second subpoint

Sequencing the Message



Composing Business Messages

The Right Style and Tone

Effective Sentences

Coherent Paragraphs

**Avoid Obsolete
Language**

Avoid Intimacy

Avoid Humor

**Avoid Preaching
or Bragging**

Use Plain English

**Control Style
and Tone**



***Use a *Conversational
Businesslike* Tone***

Balance Your Writing Style

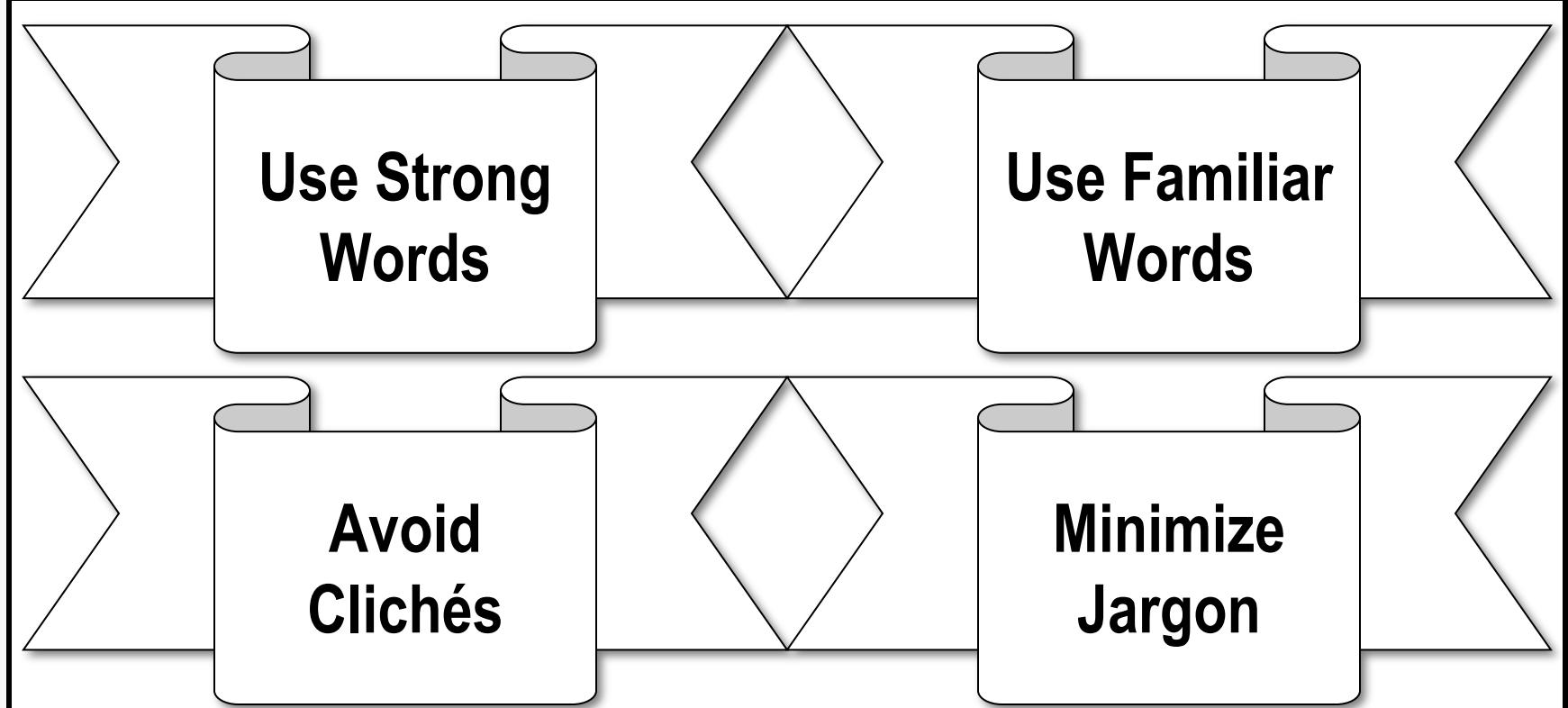
**Use Abstract
Words when writing...**

**Intellectual
Academic
Philosophical
Conceptual**

**Use Concrete
Words when writing...**

**Direct
Material
Exact
Tangible**

Choose Words That Communicate (Look @ Table 4.4 of the PDF!)



Writing Effective Sentences

Simple

(Used to express a Single idea.)

Compound

(Used to express Independent but indirectly related thoughts with And, But, Or)

Complex

(Used to express a main thought and supporting thought directly Related and dependent to it.)

Compound-Complex

(Mixture of compound And complex)

Effective Sentence Style

- In every message, some ideas are more important than others. You can emphasize these important ideas through your sentence style.
- **If you have two ideas of equal importance, express them as two simple sentences or as one compound sentence.**
- **Example:** Wage rates have declined by 5 percent, and employee turnover has been high.
- **However, if one of the ideas is less important than the other, place it in a dependent clause to form a complex sentence.**
- **By making the first thought subordinate to the second in the complex, you establish a cause-and-effect relationship**
- **Example:** Because the chemical products division is the strongest in the company, its management techniques should be adopted by the other divisions.

Emphasize specific ideas by:

1. Putting them at the beginning or at the end of the sentence

Less emphatic to price cutting: We are cutting the price to stimulate demand.

More emphatic to price cutting: To stimulate demand, we are cutting the price.

2. Devoting more words to them

Less emphasis on chairman: The chairperson called for a vote of the shareholders.

More emphasis on chairman: Having considerable experience in corporate takeover battles, the chairperson called for a vote of the shareholders.

Emphasize specific ideas by (Cont.)

3. Making them the subject of the sentence

Less emphasis on computer: I can write letters much more quickly using a computer. (Computer not subject here!)

More emphasis on computer: The computer enables me to write letters much more quickly.

The Active Voice

Avoid Passive Voice in General (Doesn't provide enough emphasis on subject matter!)

- There are problems with this contract.
- It is necessary that the report be finished by next week.

Use Active Voice in General

- This** contract has problems.
- The report** must be finished by next week.

The Passive Voice

Sometimes Avoid Active Voice (If you are not willing to point out a person/Party)

- You lost the shipment.
- We have established criteria to evaluate capital

Sometimes Use Passive Voice (If you are not willing to point out a person/Party)

- The shipment was lost.
- Criteria have been established to evaluate capital expenditures.

Coherent Paragraphs



Length and Form
(Size depends on purpose!)

Development

- A topic sentence,
- related sentences that develop the topic,
- and transitional words and phrases

Unity and Coherence
Unity: A basic idea
Coherence: Flow of thought

Paragraph-Development Techniques

Technique	Description	Example
Illustration	Giving examples that demonstrate the general idea	Some of our most popular products are available through local distributors. For example, Everett & Lemmings carries our frozen soups and entrees. The J. B. Green Company carries our complete line of seasonings, as well as the frozen soups. Wilmont Foods, also a major distributor, now carries our new line of frozen desserts.
Comparison or contrast	Using similarities or differences to develop the topic	When the company was small, the recruiting function could be handled informally. The need for new employees was limited, and each manager could comfortably screen and hire her or his own staff. However, our successful bid on the Owens contract means that we will be doubling our labor force over the next six months. To hire that many people without disrupting our ongoing activities, we will create a separate recruiting group within the human resources department.
Cause and effect	Focusing on the reasons for something	The heavy-duty fabric of your Wanderer tent probably broke down for one of two reasons: (1) a sharp object punctured the fabric, and without reinforcement, the hole was enlarged by the stress of pitching the tent daily for a week or (2) the fibers gradually rotted because the tent was folded and stored while still wet.
Classification	Showing how a general idea is broken into specific categories	Successful candidates for our supervisor trainee program generally come from one of several groups. The largest group by far consists of recent graduates of accredited business management programs. The next largest group comes from within our own company, as we try to promote promising staff workers to positions of greater responsibility. Finally, we occasionally accept candidates with outstanding supervisory experience in related industries.
Problem and solution	Presenting a problem and then discussing the solution	Selling handmade toys online is a challenge because consumers are accustomed to buying heavily advertised toys from major chain stores or well-known websites such as Amazon.com. However, if we develop an appealing website, we can compete on the basis of product novelty and quality. In addition, we can provide unusual crafts at a competitive price: a rocking horse of birch, with a hand-knit tail and mane; a music box with the child's name painted on the top; and a real teepee made by Native American artisans.

Frequently Used Transitions

Additional Detail	<ul style="list-style-type: none">•Moreover, furthermore, in addition
Causal Relationship	<ul style="list-style-type: none">•Therefore, because, since, thus
Comparison	<ul style="list-style-type: none">•Similarly, likewise, still, in comparison
Contrast	<ul style="list-style-type: none">•Whereas, conversely, yet, however
Illustration	<ul style="list-style-type: none">•For example, in particular, in this case
Time Sequence	<ul style="list-style-type: none">•Formerly, after, meanwhile, sometimes
Summary	<ul style="list-style-type: none">•In brief, in short, to sum up

THANK YOU!