

Soft Skills 101x Business Communication

PERSONAL LEARNING ELEMENT: BUSINESS WRITING CHECKLIST

This learning element is a summary of the things to consider when writing business communications. It can be used as a checklist to help you write your next email or report.

Knowing Your Audience

- ☐ Use a person's name, it establishes that you have a relationship and it encourages them to respond to you.
- ☐ Sign your name to an email.
- ☐ Use a tone that matches the request or communication. i.e. a formal tone for a serious request.
- ☐ Use your background knowledge about the people that you're emailing or writing a report to, and use that to style your information and appeal to the people that you're interacting with.
- ☐ Frame the email in the context of an ongoing larger interaction.

Clarifying Your Purpose

- ☐ State the purpose of your email or document in one sentence.
- ☐ Place your purpose statement towards the top of what you are writing.
- ☐ Write a subject line.
- ☐ Be clear and specific about the topic of the email.

Refining Your Style

- ☐ Proofread and look for grammatical mistakes.
- ☐ Read your document aloud so that you can articulate punctuation or find missing thoughts.
- ☐ Use shorter blocks of text to improve visual appearance of your writing.
- ☐ Consider using graphics or bullet points to move your narrative.