

# Business Writing Tips and Best Practices



Powerful, professional writing improves productivity, collaboration, credibility and influence. It can also help convey an impression of intelligence and ability.



**Improve your writing by implementing the following tips:**

**Lead with the “big news”** —By quickly getting to the point, you stand a better chance of influencing your readers.



**Use natural language** —For example, instead of saying, “With a greater level of self-awareness, your key talent will be more focused, disciplined, collaborative, and productive,” say, “Increasing your self-awareness results in more focused and productive key talent.”



**Use “active voice”** —Instead of saying, “The presentation was given by the marketing department,” say, “The marketing department gave the presentation.”



**Use shorter sentences (average 20 or fewer words)**

— Rather than saying, “I am requesting we schedule a meeting of about three hours to discuss the issue, and then ultimately make a decision,” say, “We will meet for half a day to discuss and make a decision about the issue.”



**Use more verbs and fewer nouns** —Instead of saying, “It would be appreciated if you could send the files immediately,” say, “Please send the files immediately.”



**Use the subject line to make a clear statement**

“Today’s report is attached” or “Please send images ASAP.”



**Be specific about the action requested**

— Let the recipient know if a response is needed within a certain time frame.



**Only include those who need to be included**

— Don’t send to more people than necessary; the same goes for email replies.



**Do not write an email if you are upset or emotional**

—Instead, wait or write it without inserting the email address of the recipient; send later after proofreading.



**Do not use inappropriate humor or all capital letters**

—These can alienate and offend others, or be misinterpreted.



**Use spell-check and the thesaurus**

— Edit to improve the readability and professionalism of your message.



**When forwarding an email conversation, check the thread**

— Scroll down to ensure there is nothing in previous emails that you do not want the recipients to see.



**Don’t use business email for personal correspondence**

—Emails from a business account are considered official company communications and may be monitored.



**Proofread your message**

—Then proofread your message again to ensure correct content, grammar and style.



A powerful written voice is one that is clear, confident, and convincing. Never underestimate the written word as a tool to influence others and to represent yourself.

All MCE programmes and resources are available for individuals, or can be delivered organization-wide in a private setting, with content aligned to your business goals. Visit our website or contact us for more information.

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