

## **BETTER BUSINESS WRITING SKILLS** **(1 day)**

### **COURSE:**

The importance of correct writing - in plain English. Understanding modern punctuation techniques

#### **Target audience identification**

- Analysing your reader
- Focusing on your audience

#### **Building confidence in business writing**

- The key rule of simplicity
- Beating writer's procrastination
- Making your style reflect you

#### **Organisation of the material:**

- Brainstorming techniques
- Gathering information and the use of Mind Maps
- The executive summary
- The use of space, headings, fonts and bullets to enhance presentation
- Revising in terms of writing style, logical arrangement of ideas, clarity
- Innovative report structures for consideration

#### **Readability**

- Developing an easy business writing style
- Sentence structure, punctuation and vocabulary
- Using the Fog Index to measure readability

#### **Persuasive writing**

- Planning for your reader's thoughts and reactions
- Sell your approach
- Step by step to a logical conclusion

#### **A systematic approach to report writing**

- Listing and patterning ideas
- Sorting and arranging data for logical flow
- Reviewing information for omissions and errors
- Writing, editing and proofreading

#### **Writing technical papers – five rules**

#### **Business Letters – Modern approaches and samples.**

#### **Better email etiquette**

- The etiquette of greetings, salutations and endings in your email
- Using the header and headings to "sell" your email to your reader

- Font type, size and white space in the main body
- Writing with the correct tone and style to match your reader's profile
- 6 email "sins" you should never commit
- How to structure an effective reply to an email
- The correct approach to forwarding emails
- Email filing, archiving and managing attachments