

# Good essay on how business writing should be executed

[Sociology](#), [Communication](#)



Our competitive modern world is all about business. Want it or not, today we are all entangled in an enormous growing web of business activity. And business largely depends on communication between its agents. Considering that e-mails are the primary tool of modern business communication as we use heavily on day-to-day basis, everyone should be familiar with basic of business writing. So, I came up with a list of easy rules (or tips) for it. They are not that obligatory, but will definitely save you time and improve the communication with associates.

1. You should be clear. Indeed, clarity is the main goal of all types of communication, including business writing. Your success on different levels of business process may depend on the extent to which you are clear in your writing. A simple pattern could be followed:

- Provide the details;
- Request precise response you need or want.

2. Use direct language. It is better to construct short, declarative statements. The goal is to provide or receive information, to persuade or be persuaded. Moreover, time is of great value - both for you and the recipient; be sure to remember we live in busy times of constant deadlines.

3. Use simple words. Choose common, clear words and phrases. Try to avoid technical terms, jargon or “big words” - readers may not appreciate grandstanding. It is important not to complicate your vocabulary too much, or stiffen the tone of writing in an attempt to seem more businesslike or expert. Do not forget clarity is the main objective, so use appropriate terminology to demonstrate your knowledge and skills.

4. Write in active voice. Use active construction of sentences, following

subject-verb-object pattern. “ Donald Brown gave me your contact information to talk about possible cooperation” will be better than “ Your contact information was given to me by Donald Brown”, because it sounds more lively and and less “ robotic” in business communication than passive voice. It can predispose the recipient faster and make communication not too official.

5. Pick the tone carefully.

Tone must be balance depending on many factors, but mainly the context of communication and the audience you are writing to. You should consider all the present factors carefully and procede to write.

6. Acknowledge the role. Consider the role of the piece of communication you are writing. If the issue is brief, do not get into any minor details that can easily be omitted; if it is a report, try not to miss out on any information.

7. Focus on the goal. Focusing on the hoped or expected outcome is also an important moment. Does not matter to whom you are writing to - write clear and mannerly at the same time about the goal of your correspondence.

8. Remember about formality. Business is not a casual vacation with friends, yet nowadays it is conducted in a more relaxed manner. Try and strike a balance between casual and professional tones, avoiding exclamation marks and slang.

9. CandorDo not use euphemisms or generic references, but name topics outright. Diplomatic approach is a firm foundation of successful business cooperation. You must not be vague when writing about sensitive and important matters.

All above mentioned information is somewhat every individual should know

to catch up with our busy times. What is important, these simple rules are easily remembered and applicable to both daily and temporary correspondence. Communication is important in modern society and these rules truly help to make it fluent and enjoyable.