

# Anything of your choice

[Business](#)



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\*\*\*\*\* April 14, Re: Effective Business Writing Means More Revenue

Effective business writing is crucial to business. A company can close a good deal that generates greater revenue from clients using an effective business letter. This is the time to apply these elements. In entrepreneurial activities, we must see to it that our message is convincing, clear and precise. What can make a business letter appealing? Let's consider the following elements:

### The Message

You can write an appealing document if you know what to write about. Is the message clear? Do you have a subject to disseminate to the organization? Do you have a feasible business proposal to your clients? Brainstorm first. Make sure that you have a valid subject. For example: I want to write a letter to my clients about the price increase of our commodities. Draw a clear subject in mind.

### Audience

Know your audience. You can only craft an effective business letter if you know who will be reading your document. You can pick a template, your style, your tone if you know the taste of your readers. Are you writing for the youth council? Customize your message that fits their interest. Do you want to close a good deal with the City's Engineering Division? Know engineering jargons if necessary. It is crucial to define the people whom you are talking to.

### Make it Navigable

Do not send a business letter containing a sea of words. Cut down ideas into pieces. You have to use the rich editor of a Microsoft Word in order to create a navigable document. It is advisable to create a template. This template

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contains headings, subheadings, ordered list or unordered list to mark the path. It is like a website. Your favorite website should be user friendly. It has a visible navigation menu on the top so that users can easily navigate from one page to another. A readable document should provide a way for readers to read the document by subject or ideas. It will help them navigate from one idea to another.

### Headings and Subheadings

Let's define our template. It is advisable to create a template for effective business writing, as earlier stated. The document should contain heading for the main subject, and subheadings for the ideas that support the main subject. Make them bold, or increase the font size of your headings to emphasize them. In this way, you can disseminate your message clearly by key points. In addition, it's appropriate to mark important details with bullets. Make use of ordered list or an unordered list. This is applicable if you are listing information in random order. Here is a sample of bullets (unordered list).

How to make a document 100% appealing and readable?

Break your message into paragraph

Use headings and subheadings

Make use of the font styles: bold, italic, etc.

Use bullets or numbers to highlight key information

Be Concise

You are not writing a thriller novel – write a letter direct to the point. Do not let your audience guess about the message you want to tell them. Make your message crystal clear. Cut the fluff.

How to write a concise business letter?

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Choose appropriate words and terms

Observe proper grammar and punctuation

Make sure to edit and proofread your document

How to effectively edit and proofread your document?

Make use of Microsoft Word

Try Grammarly. com and other modern tools to eliminate flaws in your writing

Try Paperrater. com to edit and rate your output

Effective business writing entails more revenue. A revenue generating transaction is possible in an appealing and concise business document! I want that all of you will become effective in your chosen field – business! The elements I have discussed above are tools so that you can help the organization generate more revenue for the company, for the employees, stockholders and society.