



Writing for Business Audiences

Business writing should be:

- Audience-oriented
- Purposeful
- Economical

Before you write:

- Know your PURPOSE
- Select your CHANNEL
- Know your AUDIENCE

When selecting the channel, think about:

- The importance of the message
- Amount and speed of feedback required
- Necessity of a permanent record
- Cost of the channel
- Degree of formality required
- Best practices in your company

The Audience

- What does the reader want to HEAR?
- How does your message make your reader FEEL?
- How does your BENEFIT?

When writing:

- Use plain English

- Use conversational tone
- Use familiar words
- Focus on “you” and “your”