

# Principles of Business Writing

At times you may wish to promote your products, services and ideas. Other times you may wish to persuade colleagues, customers or employers to take one course of action over another. Much of this will involve writing. To be successful, you need to know how to write effectively.

## 1.1 Why is it important?

Poorly written emails, reports and other documents reflect badly on you, your colleagues and your company. Mistakes, ambiguity and a poor writing structure lessen your ability to get your message across.

## 1.2 What is meant by effective writing?

Effective writing means writing correctly, clearly, concisely and in a way which will interest the reader. It means knowing what you want to say, how to say it and saying it with good effect.

## 1.3 Key components of effective writing

Effective writing is:

- Correct
- Clear
- Concise

It should also be:

- interesting and rhythmic
- 

- **Correct**

Grammar, punctuation and spelling are correct. There is no ambiguity or likelihood of mistaken meaning.

- **Clear**

You know what you want to say and how to say it.

- **Concise**

Every word in every sentence contributes towards your meaning. Superfluous words, phrases, clichés and metaphors should not feature.

---

Your writing is also:

- **Interesting**

Your writing is relevant and interesting to the reader. Your key messages are clear and well supported.

- **Rhythmic**

Your words and sentences flow in a sequence which is pleasing to the reader.