



Six Steps to Effective Business Writing

Questions To Ask

Who is your audience?

Why is this important to them?

Where are they reading this?



Keep It Simple

Oh... collaboration.



Avoid jargon and complex words

Be Clear



Saves time and frustration for your reader

Know Your Then Vs. Than's

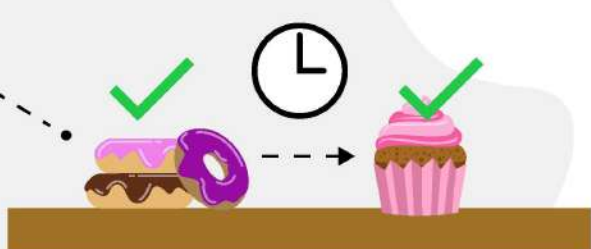
Than compares:

"I'd rather eat a donut than a cupcake."



Then compares:

"I'd rather eat a donut first, then a cupcake."



Be Concise

Sigh, I already know this



What do they already know?
What do they need know?

Seriously, Be Concise

I get it.



Instead of:
"At this point in time"
Use: "Now"