

## Writing in Business

### Writing Tips in Business

#### Keep it Short

Cut needless words and needless information

Cut stale phrases and redundant statements

Cut the first paragraph if it refers to previous correspondence

Cut the last paragraph if it asks for future correspondence

#### Keep it Simple

Use familiar words, short sentences and short paragraph

Keep your subject matter as simple as possible

Keep related information together

Use a conversational style

#### Keep it Strong

Answer the reader's question in the first paragraph

Give your answer and then explain why

Use concrete words and examples

#### Keep to the subject

Keep it Sincere

Answer promptly

Be human and as friendly as possible

Write as if you were talking to your reader

#### The seven C's of business writing

- Clear
- Concise
- Correct
- Courteous
- Conversational
- Convincing
- Complete

#### Exercise 1 :Proofreading

Your colleague has written an article for your company's internal magazine about working abroad. Unfortunately, he has left out all the punctuation and forgotten to use paragraphs. He has also made six spelling mistakes. Rewrite the text below so that it's correct. Be careful!

working abroad can be the experience of a lifetime but there are a few things you might want to consider before you decide to move to another country first of all you must expect the culture of the new country to be the same as your own there are bound to be lots of differences both big and small secondly its quite likely that youll miss your family and friends youll need to think about how youll cope with that last but not least language difficulties can sometimes make doing even the simplest thing difficult so youll need to be patient and willing to repeat yourself when necessary with all these problems you might be wondering whether its worth it well the quick answer is yes it is there may well be opportunities in the new country that dont exist in your own it can also be fascinating living in and learning about a new culture it will probably be an experience youll never forget when you move to a new country it can certainly be quite difficult at first as you get used to the new culture but dont worry it will get easier youll quickly start to settle in and before you know it youll be having the time of your life

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