

Cheat Sheet

Our Top Ten business writing tips

1. Define your purpose and consider your reader's needs
2. Influence your reader to action
3. Planning is powerful
4. Key information goes first
5. Use familiar words and avoid jargon
6. Short sentences are punchy
7. Use a personal style and be more accountable
8. Get rid of unnecessary words and repetition
9. Make your document visually attractive
10. Remember to edit