

Business Writing Skills

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1. Introduction

This module introduces the basics:

- Importance of Effective Business Writing
- Audience Analysis and Purpose
- Common Challenges in Business Writing

2. Clarity & Concise

- Writing Clear and Direct Messages
- Avoiding Jargon and Technical Terms
- Using Active Voice and Strong Verbs
- Eliminating Redundancies and Fluff

3. Tone & Language

- Choosing Appropriate Language and Tone
- Writing with Professionalism and Respect
- Avoiding Bias and Stereotypes
- Using Positive and Solution-oriented Language

4. Grammar & Punctuation

- Common Grammar Mistakes to Avoid
- Correct Usage of Punctuation Marks
- Subject-Verb Agreement and Pronoun Usage
- Proofreading and Editing Techniques

5. Formatting & Presentation

- Formatting Business Letters and Emails
- Creating Effective Business Reports
- Using Bulleted Lists and Numbered Points
- Incorporating Visuals and Graphics



6. Audience Considerations

- Understanding the Needs of Different Audiences
- Adapting Writing Style for Various Stakeholders
- Communicating with Cultural Sensitivity

7. Email Etiquette

- Writing Clear and Professional Email Subject Lines
- Crafting Effective Email Introductions and Closings
- Proper Use of Salutations and Sign-offs
- Managing Tone and Tone in Email Communication