

Business Writing Fundamentals

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Why is business writing so important?



Purpose of Business Writing

Inform

- Facts vs Emotions
- Professional and neutral tone
- Direct and concise
- Easy to understand

Persuade

Convey Goodwill

Inform

“Effective immediately, the northeast exit is closed.”

“The northeast exit is under construction and unsafe for residents to use. It will reopen once construction is finished.”

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Persuade

- Positive tone
- Compelling and descriptive
- Alluring to your reader

Convey Goodwill

Persuade

“The house has a patio.”

“You can enjoy beautiful views while sitting on a spacious patio.”

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Convey Goodwill

- Sincere
- Selfless
- Specific
- Informal
- Conversational

Convey Goodwill

“Great work!”

“Your idea of asking to share event photos on The Fridge was great! It caught on like wildfire and led to a lot of engagement. Well done and thank you for sharing!”

Step One: Define Your Purpose

- Why am I writing this?
- What do I want to communicate?
- What do I need my audience to know? (Who is my audience?)

Step Two: Choose Your Medium

- What medium best expresses my purpose?
- What medium best fits the type of information I'm sharing?
- Do I need to send an informal message or a well-thought-out email?
- (How will my audience respond to that medium?)

Workplace Mediums

- Instant messages – real time connection, simple, and urgent
- Emails – extra thought, brief information, and not urgent
- Reports – in-depth information, factual, formal, and impartial
- Letters – private and formal

Step Three: Write For Your Audience

- What's my reader's opinion on this subject?
- How much information does my reader need to know?
- What's my reader's level of understanding on the topic?
- What's my relationship with this reader?

What is the difference between editing and proofreading?

Step Four: Editing

- Do my sentences flow smoothly?
- Does everything make sense?
- Do I stay on topic?
- Is my tone appropriate?
- Does my writing engage and provide value?

Editing

Subject: Question

Hey,

I need to know something, can you help me? I'm not sure what to do, and I'm hoping you can give me some advice. I don't want to make any mistakes, so I thought it would be best to ask you. Do you have time to chat sometime today or tomorrow? Just let me know when you're available, and I'll make sure to make myself available too.

Thanks!

Subject: Advice on team member issue

Hi Sam,

I am having difficulties with a few team members not listening to me, and am hoping you can give me some advice.

I was wondering if you would be available for a brief chat sometime today or tomorrow to discuss the situation. If this is not convenient, please let me know what time works best for you.

I look forward to hearing from you.

Best regards,
Chris

Step Five: Proofreading

- Are there any typos?
- Are my words spelled correctly?
- Are my sentences structured appropriately?
- Did I use proper punctuation?
- Do I follow all grammar rules?

Proofreading

Subject: Account Access Assistance

Hello,

I urgently need your help accessing my account. My username and password are not working.

Can you fix it?

I need to access my account as soon as possible, so please let me know how I can get this sorted out. I am very grateful for your assistance.

Thanks!

Chris

Subject: Account Access Assistance

Hello,

I urgently need your help accessing my account. My username and password are no longer working.

Can you help me fix this issue?

I need to access my account as soon as possible, so please let me know how I can get this sorted out. I am very grateful for your assistance.

Thanks!

Chris

Cap Ex Proposal

Overview – Write a Cap Ex Proposal

Instructions:

- Write a Cap Ex proposal to your direct leader. This project should be specific to your property or resort.
 - Use a persuasive writing style. You'll want to adopt a positive tone and make your argument more alluring to your leader by communicating how this will benefit them or the business.
- You will first work independently drafting your Cap Ex proposal in your Elevate notebook.
- Once everyone has written their proposal, you will then share your drafted communication with the participant next to you.
 - Provide feedback to your partner on how to improve the proposal through persuasive writing and editing.
- If time allows, we'll ask for volunteers to share their written Cap Ex proposal with the whole group.

Reviewing Cap Ex Proposals

- **Reasoning behind the proposal** (*market demand? cost savings? competitive advantage?*)
- **Accuracy of the financial analysis** (*comprehensive? covers relevant costs and benefits?*)
- **Risks and uncertainties** (*unexpected costs? delays in implementation?*)
- **Cost-benefit analysis** (*do the benefits justify the costs?*)
- **Compliance with Sun's policies and external regulations** (*environmental laws? state/city regulations?*)
- **Timing and scheduling** (*is the timeframe and schedule realistic?*)

**What are you going to
put into action?**

