

Video Transcript: "Business Writing Tips"

<https://youtu.be/LrKesGslOYs>

SPEAKER_1: Business writing is any written communication used in a professional setting, including emails, memos, and reports. It's direct, clear, and designed to be read easily, and with practice, you can become an effective business writer.

So whenever you're writing a business document, get to the point quickly. Tell your readers what they need to know up front so they don't have to hunt for it. Make every sentence short and direct while keeping your paragraphs brief. Doing this will add focus while making your document easy to read and remember.

Most business writing needs a call to action, which is information that instructs and encourages a response from your readers. It lets them know what they should do, where to go, and so on. In addition to being professional, keep your writing polite. Consider using a brief greeting or conclusion, and remember that offering courtesies like "please" and "thank you" go a long way.

Revision is a key part of good writing, so after you finish your first draft, read it over and figure out what works and what doesn't. Clarify sentences, simplify word choices, and organize the structure until everything flows in a logical order. As part of your revision process, try reading your work aloud, or ask someone to give you feedback. Both of these methods can help you discover new perspectives and ideas. With so much to read and rewrite, don't be surprised if it takes a few revisions before your document is polished and ready to go.

Remember, business writing is a skill that takes a lot of practice to develop, but as you improve, you will possess an incredibly valuable job skill.