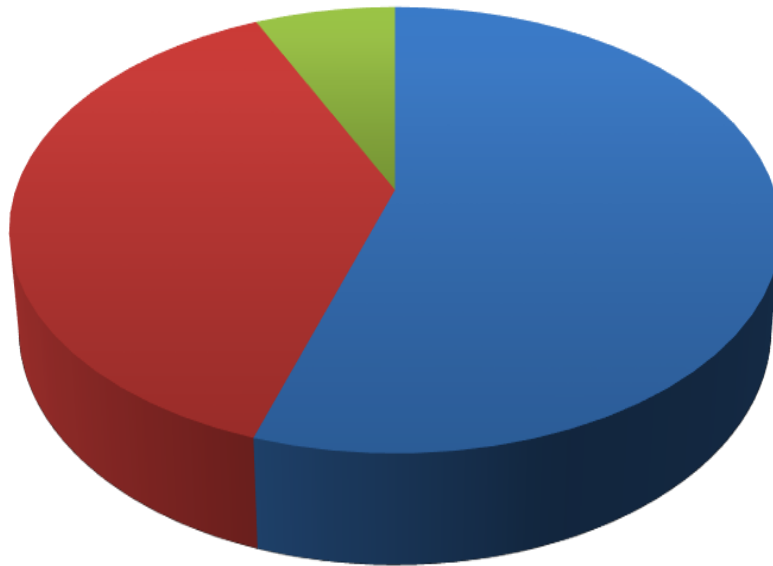


Business Writing: Getting Your Point Across

Key message in 1-2 words:

It is the opinion of the group assembled for the purpose of determining a probability of the likelihood of the meteorological-related results and outcome for the period encompassing the next working day that the odds of precipitation in the near-term are positive and reasonably expected.

“Wealth has come to consist of the ownership of _____—or rather, the ability to collect and _____ information.” – Kenneth Davis, PhD.



To communicate information, you must _____

To communicate emotion, you must _____

Know Your Audience

Who is the audience?

Why am I writing? What do I want my audience to know, do, and feel?

What do they already know? What is their level of understanding?

What is their likely attitude about the topic?

How can I honor my audience's needs and perspectives?

What does my audience want to achieve?

How should I organize my ideas?

Communication Medium

What medium will support the message the best?

Would face-to-face or by phone be better?

What format or layout will appeal to the audience and support the message?

Write It

Put important keywords in headings

Put purpose and deadlines up front

Use appropriate pronouns

Apply the 6 C's

Vary sentence structure and type

Proofread! Proofread! Proofread!

Break content up into short sections

Embrace the line break

Use bulleted/numbered lists

Apply bold fonts, underlines, and italics strategically, but sparingly

The 6 C's

1.

2.

3.

4.

5.

6.

Resources

Action Verbs

<https://www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome>

Job Search

<https://knockemdead.com>