

## **BUSINESS WRITING EXERCISE**

1. On the afternoon of June 12 at the most recent meeting of the ad hoc committee on workplace communication policies, each and every member of the committee was in agreement with one another that first and foremost it is imperative that all forms of workplace communications be completely accurate and perfectly clear.

2. In consideration of your recent email message received last week re: what is perceived to be the "excess time" required by our company to provide an effective response action to certain problems identified in the aforementioned email, please be assured that it is our policy to respond as promptly as possible to all legitimate customer concerns.

3. Extended discussion of an improved and more robust mission statement that is aligned with the basic fundamental business objectives of this organization will require clearly structured facilitated sessions conducted in full transparency and with the active participation of designated representatives from all departments.

4. It is my objective to utilize more fully and satisfactorily both my university educational experience and my skills as an editor, preferably in a full-time employment position with your firm.

5. As per our discussion with reference to the antiquated and outmoded climate-control system in the Campus Security Building, it is my recommendation that purchase be made from a source-to-be-identified of a new, environmentally friendly heat pump that is both cost-effective and fully compliant with all local and state regulations.

### **EDITING**

Have you ever noticed how certain writers have an unparalleled mastery of the English language?

In every sentence they craft, they never waste words, and still manage to communicate their point with a succinct grace.

Their prose is nothing short of amazing. It's economical, to the point and most of all, clear. This concise crafting of copy is a joy to read, it instills confidence in the reader not just by being useful, but by also managing to communicate the primary benefit and message in a very short period of time.

This short and clear approach to writing attracts a lot of attention from the readers at large. Check any piece of successful content and you'll see that a concise approach often brings thousands of likes and dozens, if not hundreds of comments.

Although all audiences are different and require differing approaches to produce content that appeals to them, blockbuster content across the board always shares one common element.

Regardless of industry, audience or approach, all successful content exercises extreme brevity.

## **ACTION VERBS**

1. Chaired
2. Controlled
3. Coordinated
4. Executed
5. Headed
6. Operated
7. Orchestrated
8. Organized
9. Oversaw
10. Planned
11. Produced
12. Programmed
13. Administered
14. Built
15. Charted
16. Created
17. Designed
18. Developed
19. Devised
20. Founded
21. Engineered
22. Established
23. Formalized
24. Formed
25. Formulated
26. Implemented
27. Incorporated
28. Initiated
29. Instituted
30. Introduced
31. Launched
32. Pioneered
33. Spearheaded
34. Conserved
35. Consolidated
36. Decreased
37. Deducted
38. Diagnosed
39. Lessened
40. Reconciled
41. Reduced
42. Yielded
43. Accelerated
44. Achieved
45. Advanced
46. Amplified
47. Boosted
48. Capitalized
49. Delivered
50. Enhanced
51. Expanded
52. Expedited
53. Furthered
54. Gained
55. Generated
56. Improved
57. Lifted
58. Maximized
59. Outpaced
60. Stimulated
61. Sustained
62. Centralized
63. Clarified
64. Converted
65. Customized
66. Influenced
67. Integrated
68. Merged
69. Modified
70. Overhauled
71. Redesigned
72. Refined
73. Refocused
74. Rehabilitated
75. Remodeled
76. Reorganized
77. Replaced
78. Restructured
79. Revamped
80. Revitalized
81. Simplified
82. Standardized
83. Streamlined
84. Strengthened
85. Updated
86. Upgraded
87. Transformed