

Chapter 4: Planning Business Message

PREWRITING

WRITING

POST WRITING

DEFINE BUSINESS WRITING

What business writing is?

- ✓ 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 quickly.
- ✓ It includes client proposals, reports, memos, emails, and notices.
- ✓ Purposeful – it conveys information and solves problems
- ✓ Persuasive – its goal is to make the audience accept the message
- ✓ Economical – it's concise and does not waste the reader's time
- ✓ Reader-oriented – it focuses on the receiver, not the sender

Time spent

- ✓ Prewriting = 25%
- ✓ Writing organizing and composing g
- ✓ Revising and proofreading = 45 + 5 %

Components of the first phase of the writing process

- ✓ Suitable, appropriate language
 - +) expert, professional: academic, technical, complicated
 - +) lay person: Straightforward
- ✓ Preference, interests, benefits → attract attention
- ✓ Purpose: inform, persuade (primary purpose), promote goodwill (secondary purpose)
- ✓ Choosing channel: oral, email, instant message, letter (formal, confidential message)
 - +) Email: when you need feedback but not immediately. Lack of security makes it problematic for a personal, emotional, or private message
 - +) letter: when a written record or formality is required, especially with customers, the government, suppliers, or others outside an organization

Solution Chapter Planning Business Message

Lauren Gardner



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