Effective Business Writing

FINANCIALEDGE

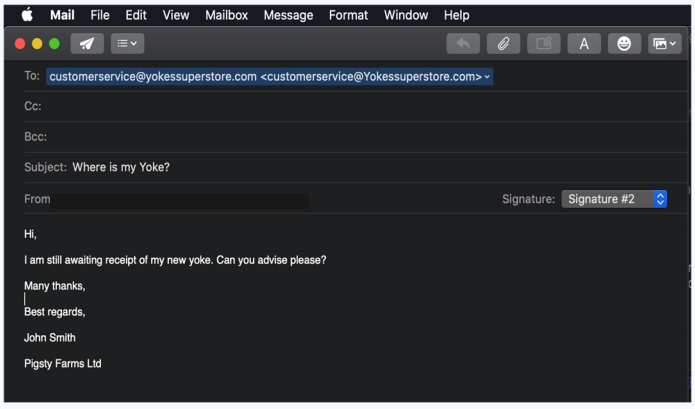
Why is Effective Business Writing Important?

Mr J Smith
Ye Olde Pigsty
Little Wittering

1st February 1473

Dear Sir,

I have been waiting for the delivery of my new yoke for several months now. . .



FINANCIALEDGE

© 2022 Financial Edge Training

Why is Effective Business Writing Important?

EMAILS

REPORTS

BUSINESS PROPOSALS

BUSINESS PLANS

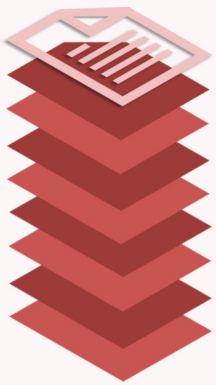
Is this the best way to meet my goal?

FACE-TO-FACE MEETING

TELEPHONE CALL

FINANCIALEDGE

How Do You Make Your Business Writing Stand Out?



Gets it **read**

Compels the reader to **action**

FINANCIALEDGE

© 2022 Financial Edge Training

5 Steps to Success:

1. Define your objective
2. Analyze your audience
3. Choose the right format
4. Make it persuasive
5. Follow up

FINANCIALEDGE

The Persuasive Structure for Business Writing

THE ACTION REQUIRED

FINANCIALEDGE

© 2022 Financial Edge Training

The Persuasive Structure for Business Writing

- **THE ACTION REQUIRED**
- **THE BIG IDEA**

FINANCIALEDGE

The Persuasive Structure for Business Writing

- **THE ACTION REQUIRED**
- **THE BIG IDEA**
- **WHAT'S AT STAKE?**

"This strategy will lead to a departmental saving of £2m"

"If we don't implement this strategy, **we will lose £2m in potential departmental savings** "

FINANCIALEDGE

© 2022 Financial Edge Training

The Persuasive Structure for Business Writing

- THE ACTION REQUIRED
- THE BIG IDEA
- WHAT'S AT STAKE?
- EVIDENTIAL DATA

Objective data

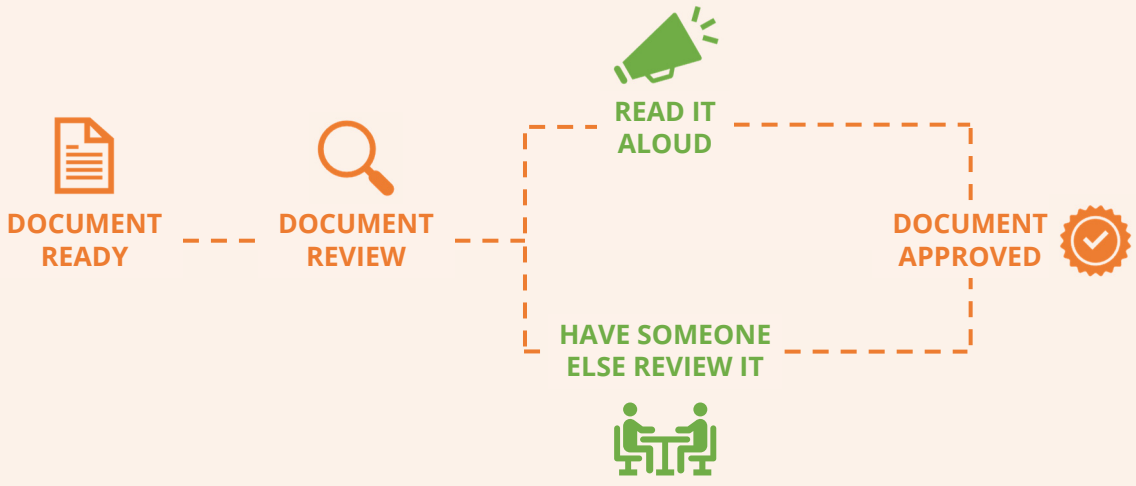
What's most compelling

Be selective

Keep it high-level

FINANCIALEDGE

Less is More (More or Less)



FINANCIALEDGE

© 2022 Financial Edge Training

5 Top Tips!

1. **Use the subject bar to grab their attention**



"A Quick Question?"



"A Considerable Profit Opportunity?"

FINANCIALEDGE

5 Top Tips!

1. **Use the subject bar to grab their attention**
2. **Avoid jargon**



"A Quick Question?"



"A Considerable Profit Opportunity?"

FINANCIALEDGE

© 2022 Financial Edge Training

5 Top Tips!

1. **Use the subject bar to grab their attention**
2. **Avoid jargon**
3. **Learn from others**



"A Quick Question?"



"A Considerable Profit Opportunity?"

FINANCIALEDGE

5 Top Tips!

1. **Use the subject bar to grab their attention**
2. **Avoid jargon**
3. **Learn from others**
4. **Break it up**



Paragraphs, sub-headings and bullet-points

FINANCIALEDGE

© 2022 Financial Edge Training

5 Top Tips!

1. Use the subject bar to grab their attention
2. Avoid jargon
3. Learn from others
4. Break it up
5. Avoid 'dilution' words

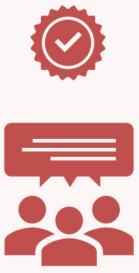
- "Hopefully"
- "Try"
- "Might"
- "I think"

FINANCIALEDGE

Finally!



Get feedback



Review and refine

FINANCIALEDGE

© 2022 Financial Edge Training



© 2022 Financial Edge Training