Three-Step Writing Process
Business Communication

1. **Plan**
   - **Analyze the Situation**
     1. Define the purpose for writing.
     2. Develop an audience profile.
   - **Gather Information**
     1. Determine audience needs.
     2. Gather information satisfying those needs.
   - **Select the Right Delivery Vehicle**
     1. Select the best delivery vehicle for delivering your message; e.g. E-mail, direct mail, website, video, etc.
   - **Organize the Information**
     1. Define the main idea.
     2. Limit the scope.
     3. Select a direct or indirect approach.
     4. Outline the content.

2. **Write**
   - **Adapt to the Audience**
     1. Use the “You” attitude, politness, positive emphasis, and unbiased language.
     2. Build credibility with the audience.
     3. Project company’s preferred image.
     4. Use conversational tone and appropriate voice.
   - **Compose the Message**
     1. Choose strong words that create effective sentences and coherent paragraphs.

3. **Complete**
   - **Revise the Message**
     1. Evaluate content and review readability.
     2. Edit and rewrite for conciseness and clarity.
   - **Produce the Message**
     1. Use effective design elements for a clean and professional layout.
   - **Proofread the Message**
     1. Review for errors in layout; spelling and mechanics.
   - **Distribute the Message**
     1. Deliver message using the chosen communication vehicle.
     2. Ensure all documents and relevant files are distributed successfully.