

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, politeness, 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.