



'SIMPLY BUSINESS WRITING' TIP SHEET



<p>Write for your reader not for yourself. Focus on the meaning for them, implications for them and benefits for them to make it relevant and engaging.</p>	<p>What's your bottom line, call to action? Plan and state your purpose first. It will serve as your 'true north' for the rest of the document.</p>	<p>Clear headings and sub-headings, a decent-sized font and plenty of 'white space' will make it easy on the eye.</p>
<p>Use plain English. If it doesn't make sense to your mother or grandmother, find another way to say it.</p>	<p>Use an online readability test like Flesch-Kincaid. The higher you score, the easier it is to read.</p>	<p>Focus on positives, not negatives. Solutions, not problems. What we can do, not what we can't. What you suggest, not what you don't.</p>
<p>Use examples and stories from their world to bring it to life and make it compelling.</p>	<p>Be ruthless with your editing. Reduce clutter, simplify graphs and reduce excess wording so the document says what you mean and means what you say.</p>	<p>Use your margins for summary points on what the paragraph is about so the reader can skim if need be.</p>
<p>You're human and so are they. Reach out, be warm, be real. Add a personal touch. Welcome them warmly. Express your excitement or concerns. Talk with them not at them.</p>	<p>Make sure you know the difference between features and benefits. Focus on the latter!</p>	<p>Check and recheck – for readability, spelling, grammar and correct names and titles.</p>

