

Contents

About the Author	vi
Foreword by Dr. Clarence Emslie	viii
Preface by Michael Doherty	x
Introduction	xii
What Does this Book Cover?	xiv
Chapter 1 Business Writing Style	1
1. Keep your purpose, readers and content in mind	4
2. Keep your sentences short	5
3. Use positive language	7
4. Use linking words	9
5. Use simple, familiar words	13
6. Use the passive voice for specific reasons	18
7. Use bullet points and numbered lists correctly	20
8. Use tables and charts effectively	23
9. Use impersonal style when expressing opinions	29
10. Avoid outdated expressions	30
11. Avoid repetition	33
12. Avoid turning verbs into nouns	34
Chapter 2 Business Memos	37
1. Heading	40
2. Purpose	40
3. Body	41
4. Conclusion	42
5. Closing	42
6. Carbon copy "CC"	43
Common types of memos	45
1. To inform	45
2. To request	46
3. To instruct	47
4. To recommend	48
5. To respond	49
6. To complain	50
7. To remind	51
8. To show appreciation	52

Chapter 3 Business E-mails	55
1. Write a clear subject line	58
2. Use the "cc" button	60
3. Use the Out of Office Assistant	61
4. Use attachments for long documents	62
5. Keep your message short	63
6. Don't use e-mail for immediate action	63
7. Use spell check	64
8. Use courteous language	65
9. Provide an action statement when necessary	66
10. Identify yourself clearly	67
11. Do not overuse abbreviations	68
12. Do not use all capitals when typing	69
Chapter 4 Common Writing Errors	73
Chapter 5 Useful Business Phrases	97
1. Referring to a previous communication	100
2. Requests	102
3. Referring to a negative issue	103
4. Enclosing documents	105
5. Condolences	106
6. Congratulations	107
7. Apologies	109
8. Recommendations	111
9. Closing phrases	112
Chapter 6 Avoid Confusing Words	117
Chapter 7 Personal Business Documents	123
1. Employee request	126
2. Congratulations	138
3. Appreciation	139
References	145
Acknowledgements	148
Index	149