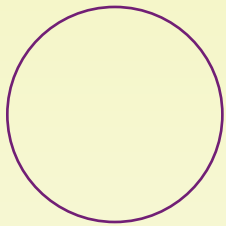# BUSINESS WRITING AND EDITING
FOR PROFESSIONALS

CAREERTRACK. ®

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Is Writing the Best Way to Communicate?

Face to Face

- Eye contact
- Body language
- Tone
- Back and forth communication to immediately clarify misunderstanding

Written

- Words:
  It's a one-way street!

Before you start writing, be clear about the following:

- What are your feelings about the subject?
- How much do you know about the subject?
- How confident are you in addressing the subject with your reader?
- How much time do you have to prepare the communication?
- What is at stake?
- What do you want your reader to do with the information?
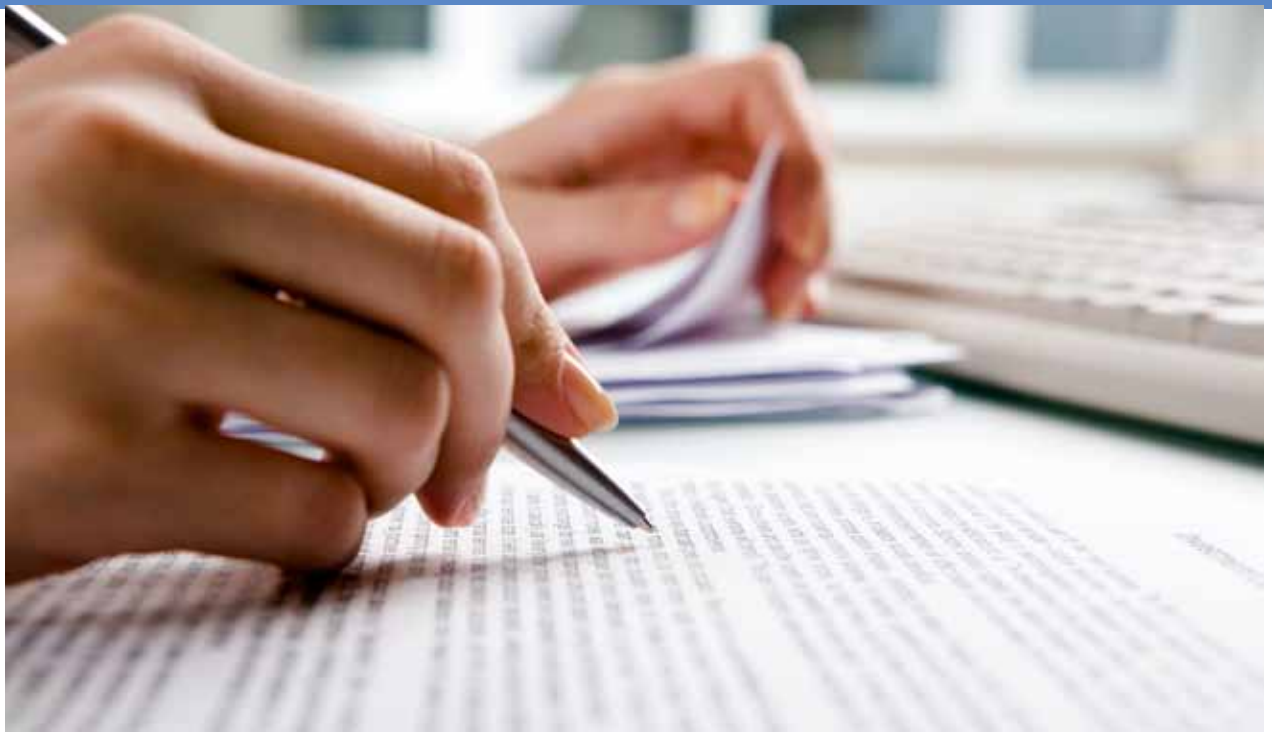
Five Steps to Writing

- **Prewrite**

- **Organize**

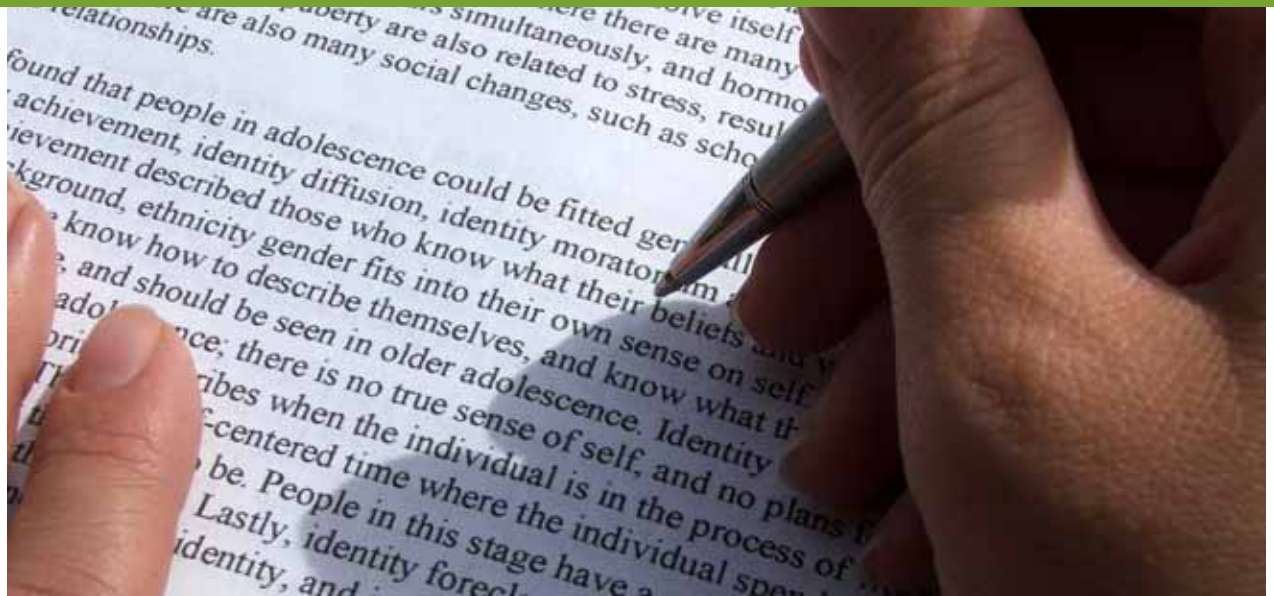- **Draft**

- **Revise**

- **Edit**

Best Practices

- No longer default to masculine – use gender neutral words

Old – Avoid	New – Use these
Stewardess	Flight attendant
Policeman	Police Officer
Mailman	Letter Carrier
Waiter/waitress	Server
Workmen	Workers
Businessmen	Business people

- Make your own list of words you tend to confuse so you know which is correct. Here are some common examples:

There – in that place **Their** – belonging to them **They're** – they are	**Between** – Two **Among** – more than two
Its – belonging to it **It's** – it is	**Complement** – complete **Compliment** – praise
Stationary – stays in one place **Stationery** – writing paper (and envelopes)	**Too** – also **To** – toward **Two** – 2
Farther – additional actual distance **Further** – to a greater extent	**Weather** – state of the atmosphere **Whether** – if
Imply – suggest **Infer** – guess or conclude	**Affect** – to alter or change; verb **Effect** – the result of the influence or change; noun
Accept – receive **Except** – to exclude, "but"	**LICE** – updates "I before E" rule: Relieve but Receive

3
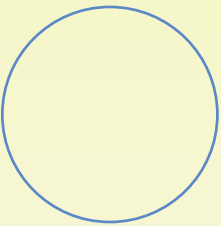
Quiz

1. Writing is more difficult than face-to-face communication because: .... *(correct answer is D)*
   - a. You can't ask questions if you don't understand something
   - b. You can't hear the tone of the person's voice
   - c. You can't see facial expressions or body language
   - d. All the above

2. Why is it important to know who your audience will be?........................... *(correct answer is D)*
   - a. It's easier to write to a specific person or type of person
   - b. You can include or omit detail if you know how familiar they are with the topic
   - c. You can tailor your writing to their personality style
   - d. All the above

3. Why is Prewriting important?... *(correct answer is B)*
   - a. You can make sure everything is spelled right
   - b. It helps you get your ideas written down and organized
   - c. You can tell your boss you are working on the report
   - d. You should get some exercise before you start writing

4. Why is mindmapping useful?... *(correct answer is C)*
   - a. Everyone should have a picture of his or her mind
   - b. It gives you practice drawing circles
   - c. It's easier to put everything you can think of on paper and organize it later
   - d. You look busy while you're doing it

5. When writing, always start at the beginning and end at the end and write everything in order.. *(correct answer is F)*
   True or False

6. Everything should be well-written and perfect in the draft stage .... *(correct answer is F)*
   True or False

7. What are things to look for when editing? .... *(correct answer is F)*
   - a. Spelling errors
   - b. Grammatical errors
   - c. Sentence structure
   - d. Consistency
   - e. Formatting
   - f. All of the above

8. Which is an example of active voice?.. *(correct answer is B)*
   - a. The book was put on the table by the teacher.
   - b. The teacher put the book on the table.

9. Why should you read what you write out loud? .... *(correct answer is C)*
   - a. To annoy the others who sit around you
   - b. You love the sound of your voice
   - c. It will help you spot errors and awkward writing
   - d. You will know how long it will take someone to read your report

10. Having a company style guide helps make writing more uniform and .... *(correct answer is T)* consistent throughout the company.
    True or False