

Essential Business Writing Skills

Harness the Power of Words to Engage, Educate,
and Encourage Action



Course Book

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Sample

Introduction

Communication is a critical skill in business — we all know this to be true. The ability to clearly relay a message to another person through writing is particularly important, but is often overlooked. In today’s digital age, where videos, podcasts, and images get a lot of the marketing press, you may think that the written word is dead. But the reality is that now, more than ever, business writing skills are crucial to success.

Most people first experience your business through your written content, whether that be on your website, blog, social media posts, or emails. First impressions are everything, and poor writing will damage your credibility from the start. People will perceive you as unprofessional and untrustworthy, which could mean losing potential business.

If written effectively however, your content will draw in potential customers. It will show them how you can provide solutions to their problems, helping you generate more leads and convert more sales.

You care about your business and you want to use your expertise to help others. To do this, you need to come across as knowledgeable, reliable, and, above all, professional. The way you write can motivate and inspire others, or it can turn them away for good. The difference lies in having effective business writing skills.

This course will teach you the essentials you need to know to dramatically improve the overall quality of your writing, so that it makes a positive impact on how people view your business.

You’ll discover how to prepare your writing projects thoroughly before you start writing so that your communication will be clear and concise. You’ll

learn techniques for writing a range of professional documents, including emails, blog posts, social media posts, and sales materials. And finally, you'll gain the tools you need to ensure that poor writing never damages your professional reputation again.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Prepare appropriately before you write, so that you can ensure your writing resonates with your audience and achieves your goal
- Use the tone of voice that suits your audience, goal, and communication format, so that you build an effective connection through your words
- Organize your thoughts into a logical flow, so that you write freely while getting your point across
- Structure your writing for maximum clarity, so that it's easy for your readers to follow and understand your message
- Identify and eliminate unnecessary words and phrases, so that your language is concise and easy to grasp
- Ensure your writing is accurate and grammatically correct, so that you project professionalism and attention to detail
- Grab and keep your readers' attention with engaging content, so that they remain interested and involved in your message
- Write persuasively and present your case, so that your readers will be encouraged to take a specific action
- Write enticing sales copy that motivates your readers to act decisively, so that you generate leads and make more sales

- Resolve sensitive situations in a polite and professional way through writing, so that you maintain good relationships with your readers
- Write compelling content for common business writing formats including email, blog posts, social media posts, letters, reports, and proposals - adapting your business writing skills appropriately to the situation
- Explain clearly to readers how to complete a process or task, so that they can achieve it themselves and you can delegate or pass on your knowledge to others
- Consolidate and implement your learning and plan future action steps

This course is broken down into 5 major modules and individual lessons to take you step-by-step through the ways to bring your business writing up to professional level.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time. As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Prerequisites

Make sure that you have examples on hand of current writing you've done for different situations (blog posts, emails, sales copy, reports, etc.). Identify situations coming up or current where you need to write something for your business.

Sample

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Before You Write a Word

Business communication today is much different than it was ten years ago. Along with the standard letters, proposals, and reports, we use different digital formats to communicate, such as email and social media. When you have fewer words in which to convey your message, it's more important than ever to ensure your writing is clear and concise.

In this module, you'll learn the steps you need to follow to prepare thoroughly before you start writing any business documents. By doing so, you'll be fully equipped to write crisp messages that address your readers appropriately.

- **Lesson 1: What You Need to Know**
- **Lesson 2: Pick the Appropriate Tone**
- **Lesson 3: Organize Your Thoughts**

Lesson 1: What You Need to Know

Choose the Right Medium for Your Purpose

Effective communicators are always aware of two key elements:

1. Their context, which includes their audience
2. The purpose of their communication.

The context and your audience's preferences will dictate the medium you use to communicate to them. For example, people working from home often choose to use email. Their clients or contacts may not appreciate being interrupted by a phone call. An email means the recipients can respond in their own time.

However, the purpose of your communication can influence this choice. If you need to discuss someone's ideas on a project you're developing, email won't necessarily be the best way to accomplish this. But you could use an email to schedule a time to call them.

Here are some other examples:

- If you work with people living in different time zones, email may be a useful first contact. But afterwards, moving to a Skype call or virtual meeting could be more appropriate.
- Posting business news on social media to your whole community while you're travelling can be a highly effective use of your time. But you might want to follow this up with an email to your subscribers' list to give more detail.

ATTENTION:

This is only an excerpt from our full course Essential Business Writing Skills. The full, customizable course contains 5 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, tweets, and other resources.

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