**WHAT IS BUSINESS WRITING?**

**Business writing is writing done for professional purposes and is simple and clear. Common goals of business writing include providing direction, Instruction, and relevant Information across organizational structures. Such writing may refer to internal or external communications and should prioritize significant Information through Its layout. For this reason, most business documents will follow a best practice or template that Is approved by the organization or profession.**

**SOME COMMON TYPES OF BUSINESS DOCUMENTS:**

Agendas Budgets Cover Letters Emails

Handbooks Invoices Memos Newsletters

Press Releases Proposals Resumés Reports

**SOME BEST PRACTICES:**

1. Consider your audience:

* who are they?
* what Is there expertise?
* what Is their position?

2. Make your sentences short and precise. Say what you need to say In as few words as necessary.

3. Follow traditional business style:

* Limit your paragraphs to 3-5 sentences and keep them to a single topic.
* Present the most Important Information first.
* Use bulleted lists to highlight details, structuring each bullet similarly
* Chunk your paragraphs, using a space between each paragraph rather than an Indent
* Minimize adjectives and descriptive words

4. Follow formal guidelines for acronyms and formal business names

* The first time you mention an acronym or longer name, spell It out and Include the abbreviated form In parentheses
  + National Endowment for the Arts (NEA)
  + Georgia State University (GSU)
* Consistently use the abbreviated form after the first Introduction
  + The National Endowment for the Arts (NEA) provides grants and funding for individuals interested in arts participation. The NEA also works with state and local governments, regional arts agencies, and private nonprofits on national initiatives.
  + As a part of Georgia State University (GSU), the Writing Studio's seeks to support GSU students and faculty in their quests to become better writers and scholars.

5. Create templates for your documents, using the best practices Identified by your field or company.

6. Edit once to confirm names, dates, and other Important Information, and then edit again for grammar and spelling.