

Business Writing



Punctuation

- Period/full stop (.) – used to end a sentence.
- Question Mark (?) – used after a question.
- Exclamation Point (!) – used after statements with emotion.
- Comma (,) – used to separate items in a series.
- Colon (:) – used to mean “note what follows,”
- Apostrophe (‘) – used to show possessive case, or to indicate the omission of letters in a word.
- Semicolon (;) - used to link independent clauses not joined by a coordinating conjunction.

Spelling

- Familiarise yourself with commonly misused words. *Example: Affect vs. Effect*
- Make sure you pronounce words properly.
- Note some friendly rules on spelling.
- If you’re writing for an international audience, note that there are spelling variations in the different kinds of English.
- Use spelling resources.



Sentence Length

Before	After
High quality learning environments are a necessary precondition for facilitation and enhancement of the ongoing learning process.	Children need good schools if they are to learn properly.
If there are any points on which you require explanation or further particulars we shall be glad to furnish such additional details as may be required by telephone.	If you have any questions, please phone.
It is important that you shall read the notes, advice and information detailed opposite then complete the form overleaf (all sections) prior to its immediate return to the Council by way of the envelope provided.	Please read the notes opposite before you fill in the form. Then send it back to us as soon as possible in the envelope provided.



Proposals Key Info

- An Overview of your company
- A statement of the need/requirement
- The Scope of your proposal:
- Contact Details
- References
- Marketing material

Writing the Letter

Tips on how to write a business letter:

- Determine the purpose of your letter, and make it clear at the outset.
- Be courteous and diplomatic, even if it is a difficult or contentious topic.
- Remember that correct spelling, grammar and punctuation are always important.
- Tailor your letter so that it does not 'read' like a standard mail-shot.

