



Palm Beach Atlantic University
Center for Writing Excellence

Business Writing: Basic Tips

Do:

- Be audience-centered. Know your audience and work to fill their needs.
- Be brief, efficient, and concise. Stick to one main message.
- Be organized; plan it out.
- Be clear in your message. Use subject lines and titles that explain your point.
- Use visuals and bulleted lists to present more information quickly.
- Write with:
 - Strong and precise verbs (eliminate “is,” “was,” and “has”).
 - Correct mechanics (spelling, grammar, and punctuation).
 - Appropriate tone (formal or informal as the situation requires).
- Analyze: Move beyond surface level information and interpret the facts instead of simply presenting them.

Don't:

- Use clichés and colloquialisms.
- Stick to a basic summary of the information.
- Plagiarize.