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## **WRITING IN PROFESSIONAL COMMUNICATION**

Professional writing is a style of written communication used in a workplace environment that allows professionals (e.g. businesspeople, professors, doctors, lawyers, etc.) to make informed decisions. Professional writing typically has a formal tone and differs from written text that is considered literary or artistic, which generally seeks to entertain and/or convey a philosophical truth.

The general purpose of professional writing is to convey information to readers within a workplace context. The specific function of professional writing can be one or a mixture of the following, depending on context: to encourage action, to instruct, to persuade, to inform, to affirm shared goals.

Professional writing allows various types of professionals to communicate ideas to each other despite their different areas of expertise. For example, an

engineer can explain her newly invented solar panel to the sales team by writing a paper.

Professional business writing, also known as business communication covers an array of elements including; business plans, business models, project proposals, project reports, brand manifestos, business letters, presentations and marketing campaigns etc.

Apart from the business communication on organizational level, business writing also caters to the communication at a personal level. For instance, writing resumes, cover letters, experience letters or recommendation letters etc. for the clients. You should learn to write all these documents.

Business writing doesn't have to be boring. Here are the top skills you should practice:

- a) one of the biggest differences between business writing and other types of writing is that it needs to be concise;

- b) as a good rule of thumb, don't use three words when you can say something in one, but you need to make sure that your ideas are clear to your reader;

- c) keep your reader in mind as you write. Think about what they know already, especially as you determine the terminology to use. If you're writing to a specific person or group of people, look for ways to personalize the document by considering their interests;

- d) when writing for business, people typically choose a more professional tone. Depending on the document you're writing, however, a conversational tone may be preferred. Especially when you're communicating with consumers, your writing should feel like a person wrote it, not a robot. Using a conversational tone helps your readers engage with what they're reading and connect with you;

- e) it's important to think about the organization of your paper. Remember that with business writing you should give the most important information first. Since most people will read the first paragraph before deciding whether or not to read the rest of the document, place your most important points in at the beginning;

- f) don't use jargon and buzzwords. Try to use simple words that everyone reading your work will understand;

- g) using active voice strengthens your credibility and adds power to your ideas. For example:

*Passive voice:* The report will be reviewed by the manager for errors and steps will be taken to correct any issues right away.

*Active voice:* The manager will review the report for errors and take the steps to correct any issues right away.

Although you may use passive voice at times, try to use it sparingly.

- a) to build your credibility in your industry, try to refrain from infusing your opinion into your writing. Stick to the facts with statistics, data, and benefits of

your products or services. Also, watch out for hyperbole. Readers have a difficult time trusting you when you use hyperbole to get a point across. So, stick to the facts while still making your writing interesting and compelling to your readers;

b) there are many different platforms for your business writing, including web articles, blog posts, social media posts, and video scripts. If you're planning on writing for these different platforms, you need to learn the techniques and tricks needed for each one;

c) never publish, print, post, or email any document until you've proofread it. Make sure that your writing is error-free before it gets in the hands of your customers, clients, investors, and others. Bad grammar and punctuation errors will make a bad impression and reduce your credibility. If you struggle with grammar and punctuation, send your work to someone who can edit it for you.

Mastering these business writing skills will help you improve your writing skills and impress those with whom you communicate. Take the time to practice and review your work to ensure that you're conveying your ideas in the best ways possible.