

# Concise Correspondence



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**BUSINESS WRITING**

**What is business writing?**

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**Why is business writing important?**

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**How would I rate my business writing on a scale from 1 to 10? (1 = needs improvement, 10 = a model for what to do) Why?**

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**What do I need to improve?**

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Concise Correspondence – 5 P's  
Business Writing Checklist

**PURPOSE**

- Did I determine my bottom line?**
- What do I want to have happen?
- Why am I writing correspondence?

**PERSPECTIVE**

- Do I know what's important to my reader?**
- Who is my reader?
- What's in it for my reader?
- What could my reader's objections be?

**POINTS**

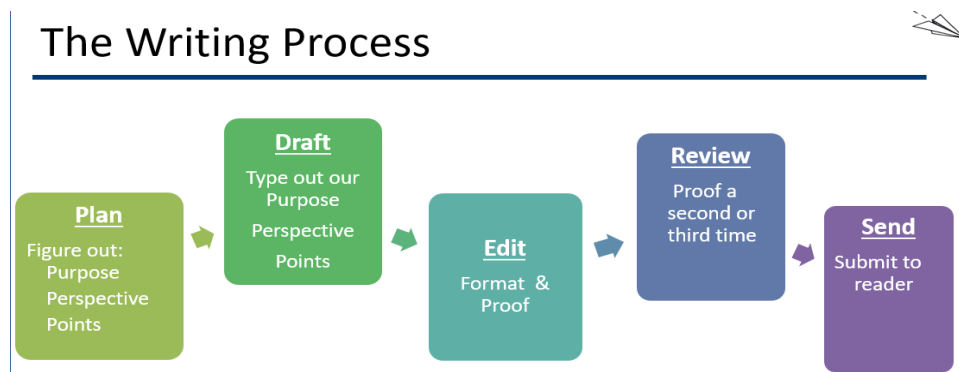
- Is my bottom line supported well by key points/reasons?**
- Did I determine key reasons for why I'm making the request?
- Do I support my request with facts or persuasive points?

**PRETTINESS**

- Is my format reader friendly?**
- Did I proof to reduce excess words?
- Am I using [HABITS]- Headers, Artistry, Bold, Bullet Points, Italics, Typeface and Space where appropriate?

**PROOF**

- Did I review my document for errors?**
- Did I use my tools?
- Did I let it sit for at least one day?
- Did someone else review?



## P#1 - PURPOSE

### Notes:

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### Tips:

1. Before you start writing, plan what you want to get out of the correspondence.
2. Why is this correspondence important?
3. Know your general purpose for writing, then get specific.
4. Is written correspondence the best way to go?
5. What do you want your reader to do?
6. State your purpose or reason for the communication upfront.

### General Purposes

- ✍️ **1. To explain or justify actions already taken:**
  - "Given that situation, we have determined that the best course of action is to reject all current bids and to seek others."
- ✍️ **2. To convey information,** as in a research report or the promulgation of a new company policy.
  - "Management wants all employees to know that the floggings will stop as soon as we have evidence of improved morale."
- ✍️ **3. To influence the reader to take some action:**
  - "I hope that you will find that our new, Web-based cash management services can reduce your capital requirements and save you money."
- ✍️ **4. To deliver good or bad news:**
  - "Unfortunately, the engine fire you reported occurred one day after the expiration of the warranty period."
- ✍️ **5. To direct action:**
  - "Your team should complete and deliver the product specifications by May 1."

Source: ThoughtCo.

## Concise Correspondence Participant Guide

### EXAMPLE: Specific Purpose

#### [Purpose]

Provide information on the Referral Program metrics, where they are captured, and how they are reported.

#### [Action]

Please read the supporting information below.

#### [Supporting Information]

The Referral Partnership program is really gaining traction. As a result, the management of this program has graduated from being managed on a spreadsheet to being managed in Dynamics 365!! Woohoo!!!! Many thanks to everyone who has contributed to furthering this program along and getting agreements in place. We are seeing results.

I want to provide some details as to where and how this is being tracked plus the Dynamics 365 Views that Lacey will use to monitor the metrics for this program.

#### Data Elements:

- The data elements we are tracking for the RP program are; RP effective date, RP Status (active, Interested, Pending, Closed), Signed agreement (yes/No/NA), and the type of RP (reciprocal or non-reciprocal).

### EXAMPLE: Clear Upfront - Specific Purpose

I am assisting Melvin Howard with scheduling Hazardous Waste Management Training.

According to LMS reports, you attended Hazardous Waste Management Training (Course # TENVEC107R) in April of 2017. This training has a 12 month recurrent requirement and you may not be currently enrolled to attend. If you are still in a position that requires this training, please register for one of the classes listed below which are posted in LMS.

<u>Start Date</u>	<u>Start Time</u>	<u>Class Name</u>	<u>Station</u>	<u>Location</u>
04/16/2018	10:00 AM	Hazardous Waste Management	ATL	RATLO32024 - ATG OC3 Room 2024 - (ATG)
04/23/2018	10:00 AM	Hazardous Waste Management	ATL	RATLO32024 - ATG OC3 Room 2024 - (ATG)

Thanks,  
Jack

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### P#2 - PERSPECTIVE

#### Notes:

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#### Tips:

1. In the planning phase, before you start writing consider your readers perspective with the following questions.
2. Consider an *Empathy Map* to get into your reader's perspective.
3. Who is my reader? (Consider one representative person, if writing to an audience)
4. What's his/her job title?
5. What are my reader's demographics? (gender, age, role, responsibilities)
6. What's his/her level of expertise?
7. What's do I want my reader(s) to do after reading?
8. What's my 'Big Ask' or 'Call to Action'?
9. What does my reader need to know to comply with my Big Ask?
10. What's in it for my reader? How will it benefit him/her?
11. What's my reader's point of view on my Big Ask?
12. What problem(s) will my correspondence solve for my reader?
13. What are my reader's objections?
14. Will anything come as a surprise to my reader?
15. What is the emotional/political impact to my reader?
16. If I don't send any correspondence, what would happen?

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<h3>Empathy Map</h3>		
<p><b>What does my reader think/feel?</b>            What do they think about during the day?            What really matters to them?            What worries them?            What are their aspirations?            What problems do they need solved?            What do they think/feel when they encounter my documents?            What aspect of their work are they most interested in?            Are they techie, strategic or creative?</p>	<p><b>What does my reader see?</b>            What does a typical day look like?            What surrounds them?            Who are their peers? Bosses? Other colleagues?            What problems do they encounter at work?            What do they see when they encounter my documents?            What else have they got on their plate at the moment?            What else are they reading/looking at?            Are they highly visual? Or not at all?</p>	
<p><b>Reader's name:</b> _____</p>	<p><b>Sex:</b> _____</p>	<p><b>Age:</b> _____</p>
<p><b>Job:</b> _____</p>	<p><b>Level of education:</b> _____</p>	<p><b>Marital/parental status:</b> _____</p>
<p><b>What is my reader hearing?</b>            What are their peers, managers, team-members saying to them?            What's their inner voice saying?            Who influences them and how?            What other media are they exposed to?</p>	<p><b>What does my reader say and do?</b>            How do they behave at work?            What area of their work makes the greatest demands on their time?            What actions do they take every day?            What are they saying to others?            Is there ever a conflict between what they say/do and what they think/feel?</p>	
<p><b>Pain</b>            What frustrates them about their current situation?            What obstacles do they face?            What makes them feel apathetic?</p>	<p><b>Gain</b>            What do they really want?            What do they hope to achieve?            What are they passionate about?</p>	



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### P#3 - POINTS

#### Notes:

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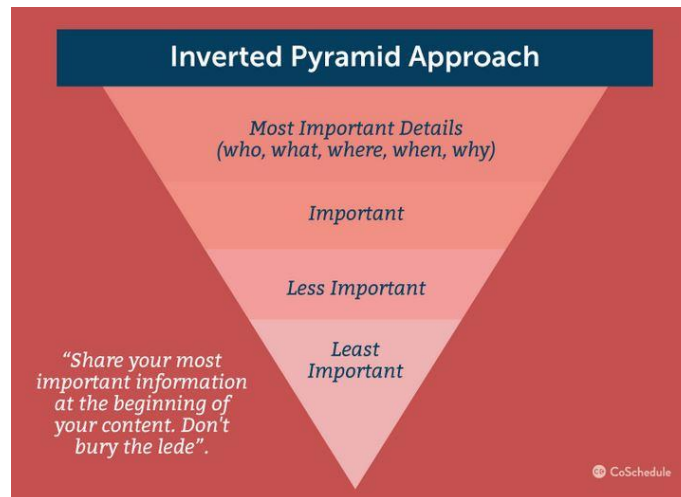
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#### Tips:

1. After Purpose and Perspective, draft your points from most to least important – *Inverted Pyramid* approach.
2. Make sure Who, What, When, Where, Why, How is addressed to the reader.
3. Don't bury the most important points with background information.
4. Use the "So What" Test question to find the benefits to the reader in your points.
5. When it feels difficult – brainstorm or interview perspective readers.
6. Consider what's critical, what's not, and what's nice to have.
7. Place background information at the end if needed or hyperlink to additional information.
8. Use the "Mum Test" to support points and explanations in plain language without over use of jargon or acronyms.

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**EXERCISE: Pull out the most important point (s) in the example below:**

Hi team,

In two weeks I'll be conducting a coaching and feedback session for people who want to work on their presentation skills, as a follow-up to a [vendor name] training. In prep, I'll be doing some external research (I have 'common knowledge' from informal/personal research into the subject and even from [volunteer organization name]! but would like some sounder industry techniques too). I'm looking to create a worksheet that both I and peers will fill out with feedback, and to provide verbal coaching during the session (example: approaching conversation as 'what do YOU want to work on/how do you think you can do that', 'let's try that again but this time incorporating some of xyz', etc).

**My ask:** does anyone have any material on coaching best practices (if it will take time, please don't dig!)? Even though this won't be an ongoing coach relationship, I'd still like to check it out.

Thanks!

**What *bottom line* point(s) is the writer making?**

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**See: *Concise Correspondence Make Over Story* examples handouts.**

### P#4 - PRETTINESS

#### Notes:

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#### Tips:

1. After you draft your Points, consider how to make your document pretty for readability.
2. Apply the **H.A.B.I.T.S.** tool.
3. Do a simple proof first to tighten your sentences.
  - a. Take out filler words like: really, that or was being.
  - b. Find your “bottom line” points.
4. Use tools to check readability such as: <https://readable.io/> - See list on last page.
5. Vary your sentence lengths. [Watch out for sentences over 24 words] \*Try Drivel Tool: <http://www.plainenglish.co.uk/drivel-defence-text.html>
6. Use active language.
7. Apply conversational language, including the word you.
8. Use the McGhee Productivity Solutions PASS Model – or Quick Parts to structure emails better. [Instructions below]
9. Always use a professional email signature with company logo. [Instructions below]
10. Avoid underline in emails unless you’re hyperlinking a document.
11. Use hyperlinks to link to additional information. [Instructions below]

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12. Use colons, dashes, or hyphens help to break up long sentences.

13. Use *Word Count* feature in Outlook or Word to reduce wordiness. [Instructions below]

### Tool: Reflect on H.A.B.I.T.S to Pretty Your Docs

- **H – Headlines** [Use to display bottom line or main ideas or group of thoughts]
  - **A – Artistry** (Use of Graphs/Pictures to tell story)
  - **B – Bold/Bullets** [Use to highlight the ask, action or request. Use for structuring your thoughts/ideas. One bullet point per new idea.]
  - **I – Italics** [Use for product names/books/references as it makes sense.]
  - **T – Typeface** [Stick with default font. Make font size appropriate for your readers.]
  - **S – Space** [Rule of thumb is every 2-3 sentences.]
- 

### EXERCISE: How would you rewrite the sentence to reduce dead verbs or filler words?

1. The specific point I am seeking to make is that the colors red and grey go well together.  
\_\_\_\_\_
  2. I am seeking a new job at this moment in time.  
\_\_\_\_\_
  3. 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.  
\_\_\_\_\_
  4. I will take your proposal into consideration.  
\_\_\_\_\_
- 

### EXERCISE: How can you rewrite the sentence to make it more active?

[From Write for Success @ClearEnglishGuy]

The jungle is roamed by fierce tigers. (passive)

Fierce tigers roam the jungle. (active)

1. The race was run by Mo Farrah in record time. (passive)  
\_\_\_\_\_
  2. The entire stretch of motorway was paved by the workmen. (passive)  
\_\_\_\_\_
  3. The book was read by the class in one day. (passive)  
\_\_\_\_\_
-

## Concise Correspondence Participant Guide

4. The carpets will be hoovered by the cleaner every Saturday. (passive)
5. The flat tire was changed by the mechanic. (passive)

### EXAMPLE: Using HABITS

#### [Purpose]

Provide information on the Referral Program metrics, where they are captured, and how they are reported.

#### [Action]

Please read the supporting information below.

#### [Supporting Information]

The Referral Partnership program is really gaining traction. As a result, the management of this program has graduated from being managed on a spreadsheet to being managed in Dynamics 365!! Woohoo!!!! Many thanks to everyone who has contributed to furthering this program along and getting agreements in place. We are seeing results.

I want to provide some details as to where and how this is being tracked plus the Dynamics 365 Views that Lacey will use to monitor the metrics for this program.

#### Data Elements:

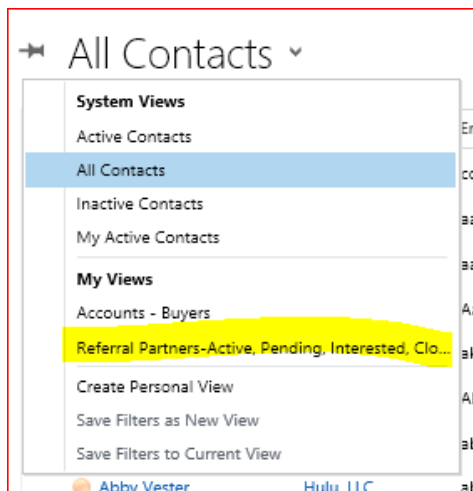
- The data elements we are tracking for the RP program are; RP effective date, RP Status (active, Interested, Pending, Closed), Signed agreement (yes/No/NA), and the type of RP (reciprocal or non-reciprocal).
- These data elements are captured on the Contact page in Dynamics. (note: some of you may open your Contact page to something other than Contact: PARDOT. If that happens, you won't see this information. Please select the down carrot by the page name and select the Contact: PARDOT. Use this as your default, it is actually the main Contact page for Dynamics.)



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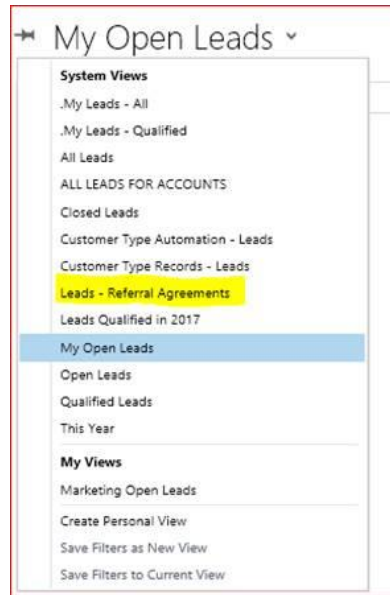
### Views:

- There are two views Lacey will use to track the metrics for this program.
- **View #1:** The first is under the Contacts form and titled Referral Partners-Active, Pending, Interested, Closed.
  - This View shows the company, name of the RP, the AL, the RP Status, Type, Effective Date, Signed Agreement, and Industry.
  - You may access this view by going to Dynamics, select Customers, select Contacts. When the window opens to contacts, select the downward carrot by the page title and scroll down until you see the Referral Partner view.



- **View #2:** The second view is located in the Leads area of Dynamics and is titled Leads – Referral Agreements.
  - This view shows all leads generated by Referral Partnerships, their company, their name, the lead source, the specify lead source, their current status (Open, Qualified, or Disqualified) and their status reason.
  - You will find this view by going to Dynamics, selecting Sales, selecting Leads, selecting the downward carrot by the page title, and scrolling down to find Leads – Referral Agreements.
  - You may sort the leads on this page using the different sorting and filtering tools.

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### **Process:**

- The process to report the Referral Partnerships and get agreements signed has not changed. Please continue to use the process established by Sally, Charity, and Lacey.
- Lacey will update these data element fields based on the information she has, the current status of the RP agreement, etc.

Again, thanks to everyone contributing to this program. If you have any questions, please let either Lacey or I know.

Thank you,

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### **EXERCISE: What words can you cut? How would you rephrase for greater concision?**

1. While these figures provide additional information, it is worth emphasizing that they cannot be used for computing projected profitability, since the granularity of the information requested does not allow to do so. (33 words)

2. If the technology becomes economically viable (which is as of yet not guaranteed), it would likely result in savings for ordinary Japanese citizens, and reduce Japan's dependence on foreign energy imports (also avoiding conflicts with China and other Asian energy importers with whom relations are already tense). (47 words)

3. We are constantly reviewing the IT sector and potential investment opportunities within it and are very familiar with the industry in which the company operates through both our investments and our review of other similar businesses in recent years. (40 words)

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4. We have agreed a set of plans and priorities – set out in our document, “Our plans for 2012” (available on our website) – that will help us ensure we can stay ahead, and stay true to our values, next year and beyond. (41 words)

5. First year results under Phase 3 show that there has been little overall change in the amounts of supply chain waste in 2013 compared to 2012, although recycling and recovery have both increased and there has been an 80% increase in food being redistributed for human consumption. (47 words)

6. Cloud technology, mobility and social media are actually enabling companies to redefine how they put together the components of their business in a way that meets today’s needs in a distinctive way while also being flexible enough to meet tomorrow’s needs as well. (43 words)

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**See: *Concise Correspondence Make Over Story* handouts.**

### OUTLOOK INSTRUCTIONS

#### 7 Steps to Create a Quick Part

Step 1: Open a new email

Step 2: Type whatever you’d like to duplicate in an email/calendar appointment in a NEW email  
[Such as agenda templates below]

Step 3: Highlight the text you wrote that you want to put in quick part

Step 4: Click the INSERT tab at the top

Step 5: Click QUICK PARTS

Step 6: Click Save to quick part gallery

Step 7: Name it whatever you want

#### McGhee Productivity Solutions - PASS Model Template

[Purpose]

[Action]

[Supporting Information]



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## Executive Summary Template – Project Update Communication

Type in a short paragraph/use bullet points.

Project Name, Purpose of Project, Intended Results/Outcomes, to be completed by (due date) or summarize the status.

Status of (milestone/project/discussion/meeting outcomes, course correction/issue) is (insert status). Our next meeting to discuss is (x).

## Meeting Agenda Template

[Leader]

[Requested Stakeholders]

[Decisions/Outcomes]

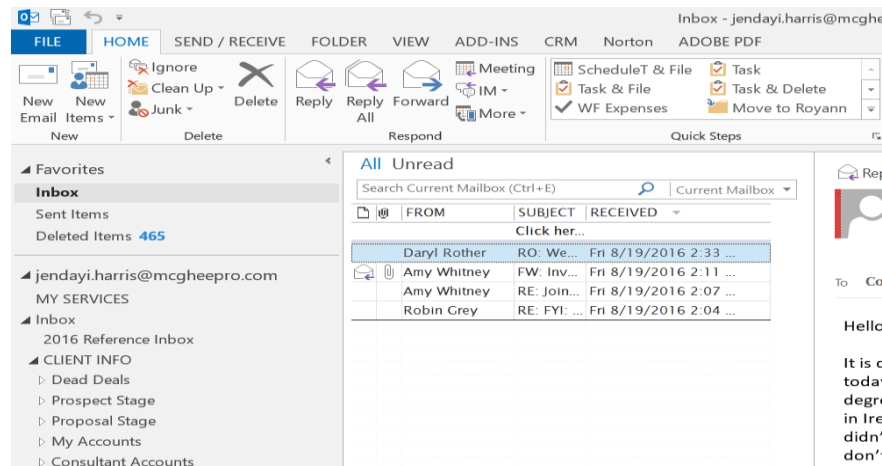
[Agenda]

[Supporting Information]

## 7 Steps to Set Up Your Email Signature & 4 Steps to Use Your Signature Guide

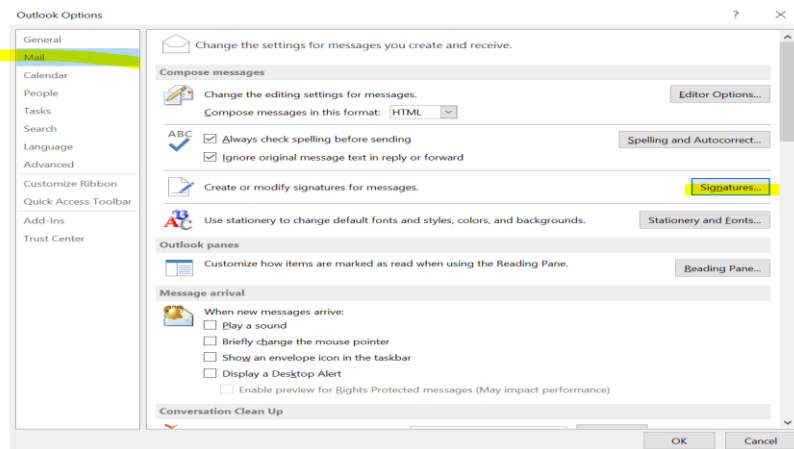
Step 1: Select FILE in Outlook Menu

Step 2: Select OPTIONS



Step 3: Select Signatures

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Step 4: Click New & Name the Signature (Main or Royal Cup)

Step 5: Type in all information you want to share, suggested information below.

### Copy, Paste & Edit:

Name

Title

Firm/Business Department

(o) 555-555-5555 |(d) 555-555-5555

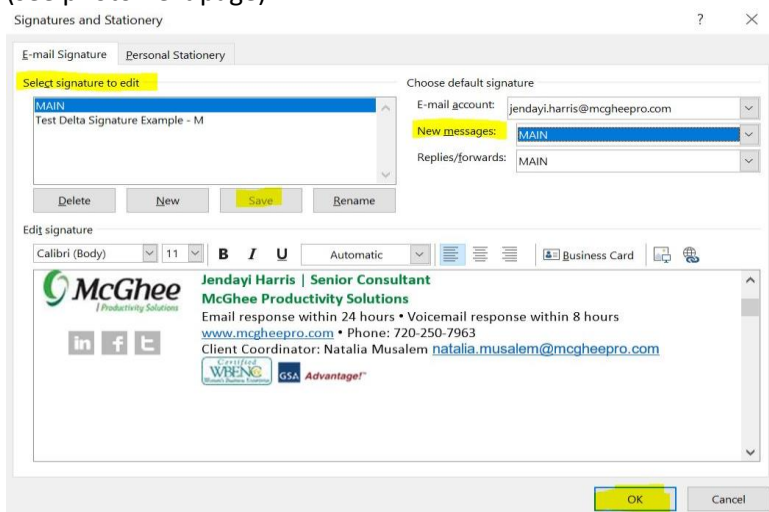
[bbob@company.com](mailto:bbob@company.com)

Company Logo here.

### Step 6: CLICK SAVE.

Step 7: Choose default signature: Select signature for both New Messages and Replies.

(see photo next page)



### To use signature

Step 1: Open new email (can be from any existing email)

Step 2: Click Insert tab

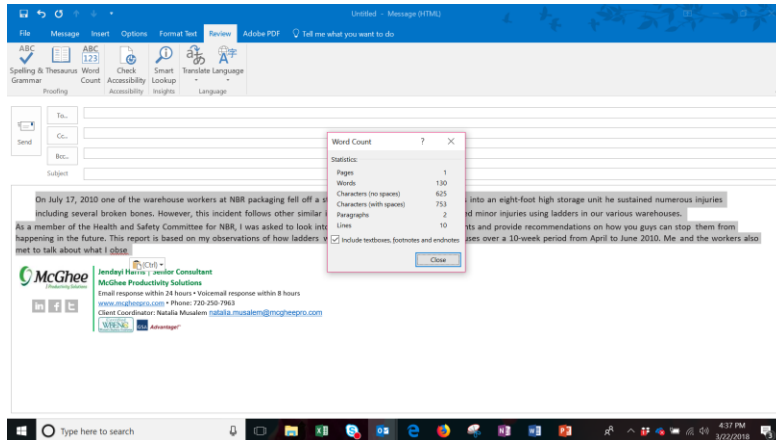
Step 3: Click Signature Icon

Step 4: Select the one you want!

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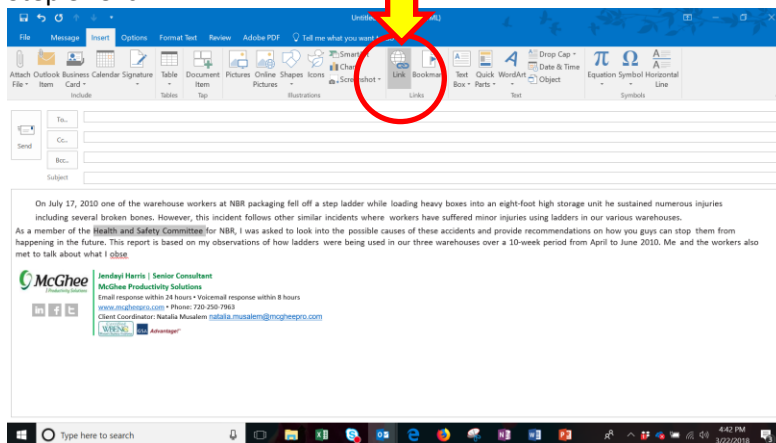
## 4 Steps to Check Word Count in Outlook

- Step 1: Open or reply to an email
- Step 2: Highlight the section you want to count
- Step 3: Click REVIEW tab
- Step 4: Click Word Count [A box pops up]



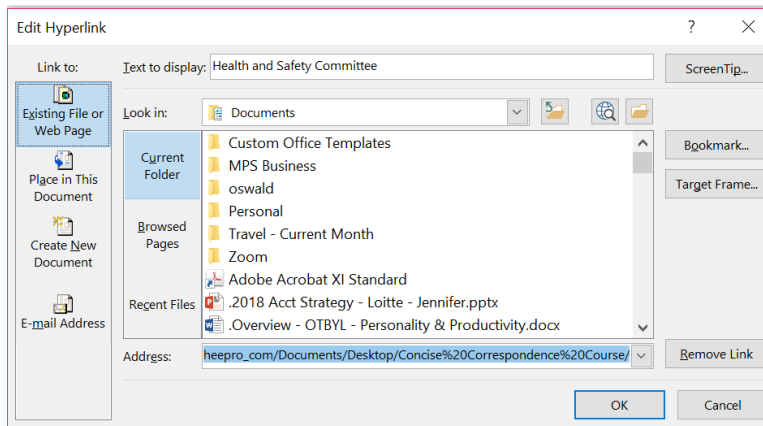
## 5 Steps to Hyperlink Data to Outlook Email

- Step 1: Highlight text you'd like to hyperlink to document, SharePoint, or Website
- Step 2: Click INSERT tab
- Step 3: Click Link



- Step 4: Decide text to display and choose link address
- Step 5: Click OK

## Concise Correspondence Participant Guide



You're done – you should see link in your email body.

### P#5 - PROOF

#### Notes:

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#### Tips:

1. After you apply the first 4 P's, proof your document.
2. Use the *Proof Chart*.
3. Read out loud to check errors.
4. Sit on it for at least 24 hours.
5. Ask someone else to read.
6. Practice *Email Etiquette* – Subject Lines/Use of To Cc lines
7. Have you written correspondence, so it won't come back to you with questions?

### **Email Etiquette – Best Practices**

#### **Use of Subject Lines:**

Action Requested (AR) - Review HP proposal and approve by 2/24

Response Requested (RR) – Are you available to travel to Toronto on Oct 1?

Read Only (RO) - HP Migration document

FYI - The Everest Program document

EOM - End of Message

#### **Use of To/Bcc Lines:**

To: Line

Responsible for the action on the subject line.

Action or information directly relates to a mutual business objective or project

Cc: Line

Not responsible for any action on the subject line.

The communication directly relates to a mutual business objective or project

Bcc: Line

Don't use unless for large distribution lists.

#### **Proof Chart**

## Concise Correspondence Participant Guide

### Sentence structure

- Incomplete sentences e.g., *Because he wasn't at work that day.*
- Run-on sentences e.g., *The meeting was adjourned we all left right after that.*
- Comma splices e.g., *Julie presented the layout to the clients, they liked it.*

### Spelling and punctuation

- Errors using capitals e.g., *She works in the ford building.*
- Incorrect punctuation e.g., *Dont use the photocopier.*
- Spelling mistakes e.g., *Puntuality is very important.*

### Grammar

- Incorrect use of verb forms e.g., *I seen the client yesterday.*
- Incorrect subject-verb agreement e.g., *Every manager and employee in the company agree with the decision.*
- Improper use of transitions e.g., *The meeting was long although the team talked a lot.*
- Pronoun references that are unclear e.g., *Sam went to the manager's office to pick up his report.*
- Improper use of articles e.g., *They discussed advantages and disadvantages of the proposal.*
- Incorrect use of subject/object pronouns e.g., *The boss gave a raise to Julia and I.*

### Word choice

- Incorrect use of similar words e.g., *Their very concerned about how the layoffs will effect there morale.*

### Improper tone, style or level of formality

- Use of informal style or casual language that is not appropriate in business writing e.g., *He's really ticked off that people continue to come late.*

## Concise Correspondence Participant Guide

### EXERCISE: Proof A: What mistakes can you find?

Management wants to introduce new measures to combat the noticeable increase in sick leave. The average annual number of sick days has risen from five to 10 which is seen as a considerable embarrassment to the new HR director. But I wonder if the responsibility should lay solely with her? And even if management does agree who's responsibility the problem is they also have a separate - and justified concern that any action taken should be carefully-considered.

Meanwhile, although the employees are hoping for a decent pay rise it's likely that they're going to be disappointed. The CEO's argument is that they got one last year and there's been no corresponding improvement in performance so he's not prepared to consider another rise. He said "The pay rise has had the opposite effect. People have become more lethargic, since we started paying them more." However other board directors might feel that higher pay will accelerate performance, although it will take time.

Whatever happens with regards to pay rises, the principle point here is that it's time the Board announced its decision. The uncertainty is affecting staff morale, less people than expected are supporting company events, as there's a general feeling that the responsibility for making these events a success is not theirs.

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### EXERCISE: Proof B: How can you make this example more concise? [Complete on paper]

#### Before

At this present moment in time, Wizzy Widgets is experiencing highly exceptional growth at a considerable speed, and continues to enjoy outstanding expansion into new, international markets around the world. As a consequence of this success we are currently executing on our first priority to appoint candidates for the purposes of nurturing and developing our rapidly expanding business.

Suitably qualified graduates with degrees in modern languages are therefore requested and invited to apply to be considered for our accelerated fast-track management training scheme at the earliest possible opportunity. This innovative new scheme will afford successfully appointed candidates an opportunity to develop and enhance their management skills for the duration of the two-year program, with a view to future leadership opportunities going forward.

It is a necessary requirement that candidates apply by means of email to [HR@wizzywidgets.com](mailto:HR@wizzywidgets.com) prior to the date of 4 October, detailing the ways in which they are suitable for appointment to the position.

### Proof answers:

#### PROOF A

#### Misspellings

- noticable *noticeable*
- embarassment *embarrassment*
- seperate *separate*
- arguement *argument*
- accelarate *accelerate*

#### Grammar and punctuation

##### Paragraph one

Second sentence:

- \* There should be a comma before "which".

Third sentence:

- \* "The responsibility should lie solely with her," not "lay". Lay is a transitive verb, so it must be followed by an object - for example: "She lays the table."

- \* The question mark is unnecessary as it is not a direct question.

Final sentence:

- \* There should be a comma before "even if" and the one after "problem is" to denote that this clause is extra to the main idea.

- \* The first part says "management does agree", whereas the second part says "they also have a concern" (strictly speaking, management is singular, but avoid mixing singular and plural).

- \* It should be "whose", not "who's". Who's is short for who is or who has whose is about possession.

- \* Add another dash after "and justified" to show that this is an aside.

- \* Also, never use a hyphen after adverbs ending in -ly

##### Paragraph two

First sentence:

- \* A comma should follow "pay rise" to denote that this clause is extra to the main idea.

- \* "It's likely", not "its likely". Use an apostrophe only when it's is short for it is or it has

- \* "They're going to be", not "their going to be", because the meaning is "they are" and is not possessive.

Second sentence

- \* There should be an apostrophe for "CEO's " because it is possessive and a comma between "performance" and "so" to denote a natural pause.

Third sentence

- \* A comma or colon is needed to introduce the quote.

- \* "Effect ", not "affect". A person can be affected by an incident, whereas an effect is the result of an incident.



## *Concise Correspondence Participant Guide*

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- \* The comma between "lethargic" and "since" should not be used, as there is no natural pause here.
- \* A comma should come after the "However", to give the reader the correct sense of the sentence.

### *Paragraph three*

First sentence:

\* "Principal", not "principle". A principle is a fundamental truth or a standard of personal conduct. "Principal" denotes something which is most important.

\* "Its decision", not "it's decision" (see above).

Second sentence

\* "Affecting" not "effecting" (see above).

\* Two separate sentences. Ideally, use a semicolon as the two sentences are very closely linked, but you could get away with a full stop.

\* "Fewer", not "less". Fewer refers to a smaller number of something less refers to a smaller quantity. For example: "There was less milk in the bottle than before."

\* "There's", not "theres", as it's an abbreviation for "there is".

\* "Theirs", not "their's". The word their's does not exist (other than in the headline on page nine of one tabloid newspaper last month: "Hell family banned from all 900 homes apart from their's").

### **PROOF B**

#### **After**

Wizzy Widgets is expanding internationally - and we're looking for graduates to join us. If you've got a degree in modern languages, apply now for our fast-track management training scheme. This new, two-year program will give you the skills you need for a career in leadership.

To apply, email [HR@wizzywidgets.com](mailto:HR@wizzywidgets.com), telling us why we should hire you.

**See: *Concise Correspondence Make Over Story* handouts.**

# Concise Correspondence Participant Guide

## Grammar Guide

Cheat Sheet Courtesy of: Queen Bee Publisher, Inc.



### Confused Words

- advice / advise
- affect / effect
- alright / all right
- analysis / analyze
- assure / insure / ensure
- by / bye / buy
- capital / Capitol
- compliment / complement
- conscious / conscience / conscientious
- council / counsel
- except / accept
- farther / further
- fewer / less
- forth / fourth / forty
- good / well
- imply / infer
- it's / its
- loose / lose
- maybe / may be
- moral / morale
- personal / personnel
- perspective / prospective
- precede / proceed
- principal / principle
- preceding / proceeding
- realty / reality
- resume / résumé
- sale / sell
- stationary / stationery
- then / than
- they're / their / there
- through / thorough
- to / too / two
- very / vary
- way / weigh
- weather / whether
- which / that
- who / whom
- whose / who's
- you're / your
- write / right

### Words NOT to Use

<u>Instead of:</u>	<u>Use:</u>
alot	a lot
costed	cost
hopefully	I hope
invaluable	valuable
irregardless	regardless
literally	really
OK	okay
oral	verbal
preventative	preventive

## Concise Correspondence Participant Guide

### Misspelled Business Words

- accommodate
- acknowledgment
- appendix / appendices (plural)
- argument
- beautiful
- bureaucratic
- calendar
- column
- congratulations
- consensus
- copyright
- deductible
- dilemma
- eighth
- embarrass
- excited
- existence
- experience
- foreword
- harass
- height
- hors d'oeuvres
- indispensable
- judgment
- knowledgeable
- lien
- lieu (in lieu)
- liaison
- license
- miscellaneous
- occasion
- occurrence
- persevere
- privilege
- proceed
- procedures
- queue
- receipt
- receive
- relevant
- rescind
- ridiculous
- schedule
- separate
- supersede
- tally
- vice versa



### **ACTION VERBS!**

Accept	Design	Invite	Remove
Achieve	Detach	Issue	Repeat
Advise	Determine	Keep	Report
Administer	Develop	Lead	Research
Aid	Discuss	List	Resolve
Analyze	Distribute	Mail	Request
Approve	Email	Maintain	Review
Ask	Encourage	Manage	Rotate
Assign	Enforce	Measure	Schedule
Assist	Enter	Merge	Select
Attach	Ensure	Negotiate	Sell
Attain	Establish	Notify	Send
Authorize	Evaluate	Obtain	Separate
Benefit	Examine	Open	Serve
Build	Expand	Operate	Show
Buy	Explain	Order	Sign
Calculate	File	Organize	Solve
Capture	Fill out	Participate	Sort
Charge	Find	Pay	Start
Check	Finish	Place	Submit
Claim	Follow up	Plan	Survey
Close	Forward	Prepare	Teach
Compile	Gain	Print	Test
Complete	Gather	Produce	Thank
Concentrate	Generate	Protect	Tighten
Conduct	Give	Prove	Total
Confirm	Guide	Provide	Train
Connect	Help	Pull	Transfer
Conserve	Hold	Purchase	Turn
Contact	Identify	Push	Use
Coordinate	Implement	Raise	Validate
Correct	Improve	Read	Value
Create	Increase	Receive	Verify

## Concise Correspondence Participant Guide

Decide	Inspect	Recommend	View Wait
Delete	Install	Record	Withdraw
Deliver	Interview	Reduce	
Describe	Instruct	Release	Write

Source: Queen Bee

### **Avoid these nominalizations**

Leadership  
Mentoring  
Notification  
Objection  
Observation  
Ownership  
Payment  
Performance  
Prioritization  
Progression  
Reaction  
Recommendation  
Reduction  
Referral  
Reformation  
Refusal  
Rejection  
Relocation  
Replacement  
Requirement  
Resistance  
Resolution  
Review (as a noun, "We will produce a review.")

### **Use these verbs**

Lead  
Mentor, coach  
Notify, tell, email, call  
Object  
Observe, saw, notice  
Own  
Pay  
Perform, act, sing, do  
Prioritize, order, rank  
Progress, improve  
React, respond, reply  
Recommend  
Reduce, cut back  
Refer  
Reform, change, improve  
Refuse  
Reject, deny  
Relocate, move  
Replace, change  
Require, must  
Resist  
Resolve, decide, agree  
Review (as a verb, "We will review...")

### Words and Phrases to Avoid in Writing

a total of  
absolutely  
abundantly  
actually  
all things being equal  
as a matter of fact  
as far as I am concerned  
at the end of the day  
at this moment in time  
basically  
current  
currently  
during the period from  
each and every one  
existing  
extremely  
I am of the opinion that  
I would like to say  
I would like to take this opportunity to  
in due course  
in the end  
in the final analysis  
in total  
in view of the fact that  
it should be understood  
last but not least  
obviously  
of course  
other things being equal  
quite  
really  
regarding the (noun), it was  
the fact of the matter is  
the month(s) of  
to all intents and purposes  
to one's own mind  
very  
Source: In Plain English <http://www.plainenglish.co.uk/files/alternative.pdf>

### ONLINE TOOLS

<a href="http://www.hemingwayapp.com">www.hemingwayapp.com</a>	Paid application for comprehensive editing.
<a href="http://www.dictionary.com">www.dictionary.com</a>	Dictionary resource
<a href="http://www.grammarly.com">www.grammarly.com</a>	Paid application for comprehensive editing. Can plug into Word.
<a href="https://readable.io/">https://readable.io/</a>	Application for comprehensive editing and text analytics.
<a href="http://writersdiet.com/test.php">http://writersdiet.com/test.php</a>	You can copy and paste up to 1000 words to see if your writing is fit or flabby.
<a href="http://gunning-fog-index.com/">http://gunning-fog-index.com/</a>	This app confirms reading level and number of words per sentence.
<a href="http://www.plainenglish.co.uk/drivel-defence-text.html">http://www.plainenglish.co.uk/drivel-defence-text.html</a>	Gives a report on how many sentences you have and how many words in each sentence.
<a href="http://splasho.com/upgoer5/">http://splasho.com/upgoer5/</a>	Find out if your words are simple or complex.
<a href="https://ig.ft.com/sites/guffipedia/">https://ig.ft.com/sites/guffipedia/</a>	Business jargon and corporate speak fun dictionary
<a href="https://www.acronymfinder.com/">https://www.acronymfinder.com/</a>	Help for finding out what acronyms mean
<a href="http://www.plainenglish.co.uk/files/alternative.pdf">http://www.plainenglish.co.uk/files/alternative.pdf</a>	Translates complicated words to plain alternatives.

### BOOKS AND RESOURCES

- Elements of Style (Strunk & White)
- On Writing Well (William Zinsser)
- Essential English for Journalists & Writers (Harold Evans)
- Sin and Syntax (Constance Hale)
- The Penguin Writer's Manual (Martin Manser, Stephen Curtis)
- Handbook for Writers and Editors (Margaret McKenzie)
- Weasel Words (Don Watson)
- Troublesome Words (Bill Bryson)
- Eats, Shoots and Leaves (Lynne Truss)
- The Cambridge Guide to English Usage (Pam Peters)
- On Writing (Stephen King)

Source: Writing with Flair