

Contents

Introduction: Why you need to write well xv

Section 1: Delivering the Goods Quickly and Clearly

1. Know why you're writing 3

2. Understand your readers 7

3. Divide the writing process into four separate tasks 13

4. Before writing in earnest, jot down your three main points—in complete sentences 19

5. Write in full—rapidly 27

6. Improve what you've written 31

7. Use graphics to illustrate and clarify 37

Section 2: Developing Your Skills

8. Be relentlessly clear 43

9. Learn to summarize—accurately 49

10. Waste no words	53
11. Be plain-spoken: Avoid bizspeak	57
12. Use chronology when giving a factual account	67
13. Be a stickler for continuity	71
14. Learn the <i>basics of correct grammar</i>	77
15. Get feedback on your drafts from colleagues	85

Section 3: Avoiding the Quirks That Turn Readers Off

16. Don't anesthetize your readers	91
17. Watch your tone	99

Section 4: Common Forms of Business Writing

18. E-mails	105
19. Business Letters	111
20. Memos and Reports	125
21. <i>Performance Appraisals</i>	133

Appendixes

A. A Checklist for the Four Stages of Writing	139
B. A Dozen Grammatical Rules You Absolutely Need to Know	143

C. A Dozen Punctuation Rules You Absolutely Need to Know	153
D. Common Usage Gaffes	163
E. Some Dos and Don'ts of Business-Writing Etiquette	165
F. A Primer of Good Usage	169

<i>Desk References</i>	199
<i>Index</i>	203
<i>Acknowledgments</i>	209
<i>About the Author</i>	211