

7 Steps to Effective Business Writing

1. Preparation is key
2. K.I.S.S.
3. Objective: define your purpose before you begin to write
4. Outline: create it first, then go back in and fill in the details or write the article you'd want a reporter to write
5. Audience: understand who you are targeting
6. Be clear: avoid business or industry jargon
7. Proofread: review your content before sending it

Avoid Industry Jargon and Wordiness

- Jargon is shorthand between members of a particular group of people, often words that are meaningless outside of a certain context
- Avoid unnecessary words and technical terms, but sometimes in industries like IT and finance it's nearly impossible
- Are you smarter than a fifth grader?
 - Write your press release or media pitch at a 4th-grade reading level and avoid any industry jargon to ensure your news is understandable to the majority of your readers

5 Tips to Simplifying Your Language

1. Write like you speak: be real, use conversational style
2. Clarify transitions: as a writer you can take your audience down many paths; it's important to clarify transitions for readers so they can follow along. Use bold headers or simply state what you are doing
3. Visualize: Use and embed infographics, hyperlinks, photos and videos into your press release. It will help illustrate your story
4. Keep it short: write shorter press releases, email pitches, sentences and paragraphs. Use bullets and numbers whenever you can
5. Read and re-read: have a colleague read your content to ensure simplicity