



A MUST

Strong Business Writing Skills

Business writing is more important today than ever before. Companies regularly share information through texts, emails, the internet, social media, advertising, etc. Advances in technology have allowed us to develop robust communication tools. Employees need top notch writing to properly present facts, opinions, ideas, and concepts.

Boosting credibility and efficiency...

During a regular day, managers create and send emails to employees notifying them of meetings or providing instructions for specific projects, etc. These messages must be clear and concise, so workers can remain productive without having to lose time asking clarifying questions. Strong business writing skills help build trust and credibility in the workplace.

Standing out from the crowd...

A critical benefit of strong business writing skills is the ability to get a job. Especially in today's market, candidates who have an effective resume – one that highlights their strengths, professional work experience, and qualifications – have a leg up when it comes to hiring. An impactful cover letter is just as important as a great resume. Busy employers appreciate candidates who quickly make their points and easily demonstrate their relevant expertise.

Creating a dynamic first impression...

Writing skills are crucial in any job search. You have a limited amount of space in your cover letter to impress potential employers. Spot-on text

will maximize your chances of getting to the next stage. Conversely, cover letters or resumes that contain bad grammar or have typos will often get you passed over. If you've ever failed to get an interview (especially if well-qualified for the job), you have to wonder why. Although there could be many reasons, an important one could be that your writing skills are lacking. Review some basic grammatical uses of proper punctuation, sentence structure, and style. Read other people's business communications. Ask a trusted peer to review your cover letter and resume. This is often quite helpful.

Getting and retaining clients...

If a business doesn't have clients, it doesn't have anything. Companies need employees who can write strong pitches and presentations that gain client confidence and drive sales. They also need staff to develop marketing and advertising communications that grab the intended target audience. Employees who can master the art of online writing are in high demand. Social media websites and blogs require captivating captions and messages that engage people. Even companies that rely heavily on phone representatives to manage sales activities need strong business writers. Someone needs to craft scripts that telemarketers use, develop contracts, create marketing materials, and manage online presence.

Negotiating effectively...

In the business world, people are constantly negotiating – contracts, agreements, marketing plans, project deadlines, pricing, and so

on. Effective writing is “key” in negotiations. State concepts and viewpoints clearly and confidently. Place yourself in the best light to obtain the desired outcome. Correct grammar, punctuation, and spelling combined with excellent sentence structure, proper form, and professional tone are critical components of creating a strong bargaining situation. A poorly drafted proposal may give your audience a negative impression. Taking extra communication effort puts you in a more powerful position.

Communicating well...

Business writing skills are used most often in daily communications. This includes letters, emails, memos, presentations, and reports for clients, vendors, colleagues, executives, etc. Those who get their message across in a professional and pleasant tone will be better understood by the recipients. They will spend less time and effort clarifying information. Those who request specific data or action using the same writing skill will receive faster responses from others because they easily understand the need.

Increasing promotion opportunity...

Few people begin working at a job that they will want forever. Most aim for professional growth, promotions, and pay raises. Workers who consistently demonstrate the ability to represent themselves and the company in a respectful, captivating, and professional manner are more likely to get ahead. Advanced positions require lots of visibility and outstanding communication skills. The salary range is typically higher.

Compensation changes must usually go through internal management approval processes. Generally speaking, the chance for more pay may increase if you provide detailed documentation of your specific goal-oriented work contributions (depending on the circumstances).

Reading daily...

The best way to practice your writing skills is to read everything you can get your hands on. Whether you're reading books, magazines, or newspapers, you are still learning proper style through repetition. If you find yourself struggling, there are many wonderful resources to help you become a better writer.

Honing writing skills...

Don't let mediocrity kill a potential job opportunity or career advancement. Polish and practice those writing skills. Your career will thank you for it!

Written by Jill Cascarano. Jill has always had a passion for both writing and well-being. She has an extensive professional background developing and implementing employer health and wellness programs and writing employee health communications. She possesses an M.A. in Human Resources Management and a B.A. in Communications. She's currently a student in the Health Coach Training Program at the Institute for Integrative Nutrition. Jill can be reached at: JillCascarano16@comcast.net.