

## The 5 C's of Good Business Writing:

**Coherent** (orderly, logical, consistent relation of parts)

**Clear** (understandable)

- Are sentences long and complicated or comfortable length?
- Use appropriate language for the reader (audience).
  - Use technical terms if the reader is a specialist.
  - Use layperson's terms if the reader is not.
- Use natural sounding words and phrases.

**Concise** (direct)

- Say what needs to be said in the fewest possible words.
- Get to the point.
- The first draft is often too wordy. Edit, but include all relevant details.
- Don't confuse concise with abrupt (see courteous)

**Courteous** (tone)

- Adopt a “you” attitude - one that sees the other person's point of view.
- Treat the reader as you would like to be treated - with respect.
- Do not accuse, threaten, scold or belittle.
- Remember that your business depends on good relations with customers and employees.

**Correct** (mechanics)

- Check spelling, punctuation, and grammar (proofread).
- Use correct format for letters or memos (don't forget to sign it).

## Some other points:

- Formatting for letters, memos, and e-mails: p. 430 in *Technical Communications*
- We have the textbook used for Comm 2293 (*Business Communication*)
- The assignments for Comm 2293 are really well written – follow their guidelines.
- The employment centre has samples of resumes and cover letters (but be careful with the Comm 2293 students – the faculty don't agree with at least one of them, and they don't want templates)