

# Three-Step writing process for Business Communication

**Effective business writing** is essential to a company because it creates efficient communication that leads to:

- Increased productivity
- Faster problem solving
- More decisive decision-making
- Increased profits

It also helps boost the organization's credibility.

To some professionals, writing is a daunting task. So much so that they have a fear of penning ink on paper and often miss deadlines or poorly communicating company or marketing information. The writers writing paralysis ends up wasting company resources such as time and money. The truth is, writing, like any other skill, takes practice to master.

Business writing skills are a necessary skill-set for marketers to master. As part of the job, a marketing professional must write advertising copy, press releases, sales copy, internal reports, social media postings, blog posts, and much more content.

The **three-step writing** process helps business writers, like marketing professionals, create compelling messages in any medium. It allows them to communicate their message effectively while meeting their target audience's needs. The three-step process also ensures that writers make the best use of their time and the audience's time. As the writer gets more practice with the three-step writing process, it becomes easier to write.

Below are the steps to the three-step writing process (For a visual representation, *see the Three-Step Writing Process chart below.*).

## Three-Step Writing Process

1. Plan
2. Write
3. Complete

# Three-Step Writing Process

## Business Communication

### 1 Plan

#### Analyze the Situation

1. Define the purpose for writing.
2. Develop an audience profile.

#### Gather Information

1. Determine audience needs.
2. Gather information satisfying those needs.

#### Select the Right Delivery Vehicle

1. Select the best delivery vehicle for delivering your message; e.g. E-mail, direct mail, website, video, etc.

#### Organize the Information

1. Define the main idea.
2. Limit the scope.
3. Select a direct or indirect approach.
4. Outline the content.

### 2 Write

#### Adapt to the Audience

1. Use the "You" attitude, politeness, positive emphasis, and unbiased language.
2. Build credibility with the audience.
3. Project company's preferred image.
4. Use conversational tone and appropriate voice.

#### Compose the Message

1. Choose strong words that create effective sentences and coherent paragraphs.

### 3 Complete

#### Revise the Message

1. Evaluate content and review readability.
2. Edit and rewrite for conciseness and clarity.

#### Produce the Message

1. Use effective design elements for a clean and professional layout.

#### Proofread the Message

1. Review for errors in layout; spelling and mechanics.

#### Distribute the Message

1. Deliver message using the chosen communication vehicle.
2. Ensure all documents and relevant files are distributed successfully.

## 1. Planning

### **Analyze the Situation**

Define the reason or purpose for writing and develop an audience profile.

### **Gather Information**

Determine the needs of the audience and gather the information required to satisfy those needs.

### **Select the Right Delivery Vehicle**

Determine the best medium (delivery vehicle) for communicating the message.

### **Organize the Information**

Define the main communication idea and select a direct or an indirect approach. Outline the communication content.

## 2. Write

### **Adapt to the Audience**

Connect with your audience by being sensitive to their needs and using a “*you*” attitude. (See explanation of the “*you*” attitude below.)

Build a strong relationship with the audience by establishing credibility and projecting your company’s brand image. Use a conversational tone, plain English, and an appropriate voice to deliver the message.

### **Compose the Message**

Choose strong words that create useful sentences and coherent paragraphs.

## 3. Complete

### **Revise the Message**

Evaluate the content and review it for readability. If required, edit the content and rewrite it for conciseness and clarity.

### **Produce the Message**

Use useful design elements for a clean and professional layout.

### **Proofread the Message**

Review the communication piece for errors in the layout. Check the spelling and mechanics as well.

### **Distribute the Message**

Deliver the message using the chosen communication vehicle. Make sure that all documents and files successfully distributed are relevant to the communication item.

While writing may seem challenging at first, practicing often and implementing the three-step writing process will help improve writing skills. The more a business professional writes and uses the three-step process, the more automatic their writing becomes.

### **The "You" Attitude**

The "*you*" attitude is an audience-centered approach to communicating that involves understanding and respecting your audience and making every effort to get your message across in a meaningful way.

The "you" attitude contrasts messages in stark contrast to statements about "me." The goal is to learn as much as possible about your audience. Learn things such as their biases, education, age, status, style, and personal and professional concerns. Using this information, you can satisfy their need through communication.