Dive Right In: 4 Tips to Level Up Your Business Writing

To paraphrase the writer, Paul Hawken, “writing is my way of diving deep...” As many of us return to the workplace over the course of the summer, the analogy of “diving in” fits the season and a proactive mindset. Just like the intrepid individual on a diving board or the ocean’s edge, we want to be focused when we get in the water. With that idea in mind, the following tips can be a starting point for you to “dive in” and navigate your next business writing assignment.

**Plan Your Destination**

Start with the reason(s) you’re writing (i.e. your writing purpose). Then, organize your writing in one of the following forms:

**Instructional**

Use the instructional form to provide readers with specific steps to complete a task or resolve an issue – for example, how to upload files to a shared drive.

**Informational**

Use the informational form to provide readers with information to make decisions – for example, needed resources to complete a priority project.

**Persuasive**

Use persuasive writing to have the reader consider a particular decision - for example, the rationale for purchasing industry memberships for department staff.

Business communications and documents typically fall into one of these types, so take the plunge - your readers will be sure to follow along just fine.