

# Effective Writing in Business Study Guide

## How to Use This Study Guide

The Study Guide for this course is designed to help you take notes as you're taking the online course "Effective Writing in Business". It is organized in sections that mirror the elements of the course, with plenty of room to make notes and capture your learning.

The use of the Study Guide is optional. Research shows that different people learn differently, and for many, the act of writing something down as you are learning helps to solidify the information in your brain. If you find the Study Guide helpful, use it. If not, feel free to omit it from your learning process.

## Course Overview – Effective Writing in Business

While it's true that technology is one of the primary mediums of communication and that hand-written letters are nearly obsolete, writing is still an extremely important tool for sending and receiving communications. Now, however, writing is typically done through email, text messaging, and social media rather than physical pieces of paper. In business, writing is not only used to correspond with co-workers and clients but also in marketing and sales efforts as well. Given that it's so heavily used, it's even more important to use proper writing techniques today than it was 100 years ago!

## Learning Objectives – Effective Writing in Business

By the end of this course, you will understand the following:

- Learn various types of writing
- Understand the values of written communication
- Know appropriate times to use writing at the workplace
- Learn how to write effectively to achieve desired results

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### What is Written Communication?

### The Benefits of Writing

Benefit	Notes

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### Journaling Activity

### When to Use Writing in Business

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### Effective Writing for Results

#### Six Aspects to Consider When You Undertake a Writing Task

#	Aspect	Notes
1		
2		
3		
4		
5		
6		

#### Business Writing Tips – Video Notes

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### "How to Write" by David Ogilvy

#	Ten hints on how to write well
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

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### Editing Exercise – To Improve Your Writing

### Discussion Questions

Discussion questions are used by workgroups who are taking courses concurrently and want to engage in a conversation about the course content. The use of discussion questions is optional.

1. Discuss a few ways that you have used written communication in your workplace. Why did you choose this method over other forms of communication?
2. What are some ways that your company could use to create an effective ad to attract more customers?
3. Do you use copywriting at your workplace? If not, how could you incorporate this skill into your team?