

The 6Cs of Business Writing

Concise

Time is money. Use short words, sentences and paragraphs for easy reading.

01



Courteous

Be polite. Think of your organisation's reputation, and your own. Grow the relationship.

02

Correct
Grammar and Spelling are important. Proofread carefully.



03



04

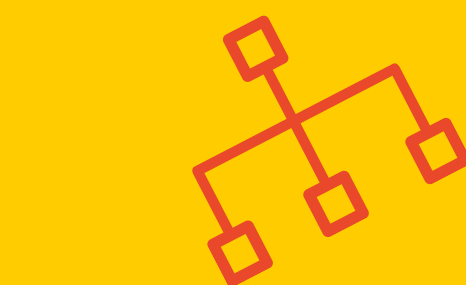
Clarity
Make sure your meaning is clear and that you writing is unambiguous.



Complete

Include all the information you need to include.

05



06

Coherent
Make sure your ideas flow logically.

