



Effective Written Communication

Most would think communicating in writing is easier than verbal communication, but in reality, written communication can be much more complex. In order to ensure your written communications are both well received and effective, here are some tips:

1. Tone and body language cannot be heard in written communication. It is important to remember this when writing an email, text, or memo.
2. To ensure the communication is understood, first define your audience, second define the goal of the message.
3. Be direct, focused and to the point. Leave emotion out as it can often be misunderstood without the needed clues of tone and body language.
4. Focus on facts, clarity, and brevity.
5. Do not mix personal messages with work messages. The combination of the two can confuse your audience.
6. In email, the subject line should clearly define what the email is about.
 - a. Subject Line: Communications Meeting Tuesday 26 July at 1300
 - b. Subject Line: Client Project X
7. Emails should be brief, easy to read, and focused. If you are discussing two or more needs in the email, be sure to group each need together. Use headers if necessary for clarity.
8. When writing a memo, use the pyramid technique. Place all needed information in the first paragraph, who, what, when, where, and how. All following paragraphs should expand on the first paragraph in order of significance.
9. When writing to someone outside of your company, avoid using jargon or industry specific language.
10. Use active language. Active language creates a tone of authority.
11. If you suspect your email or memo may not be well received or understood, have a peer proofread it for you.
12. Remember to double check your grammar and spelling.