



[www.parallaxconsultancy.com](http://www.parallaxconsultancy.com)

[info@parallaxconsultancy.com](mailto:info@parallaxconsultancy.com)

## Parallax Consultancy – Ten Top Tips for Business Writing

1. **Simplicity** – Keep your writing simple. Be clear and direct.
2. **The W Factor** – Identify key elements of business writing (who what where when why).
3. **Jargon and Comercialese** – Avoid jargon except when necessary and appropriate for a readership. Avoid formulaic phrases (we are pleased to inform you) of commercialese.
4. **Vocabulary** – Use familiar words that are suitable for the subject and readership.
5. **Remove Misplaced Modifiers** – Modifiers must modify the correct word. They are usually close to the word they modify.
6. **Superfluous Words** – Avoid using excessive and unnecessary words.
7. **Clichés** – Avoid clichés “like the plague”, as the cliché says.
8. **Sentences** – Get the right balance between simple and compound sentences. Avoid excessive or unnecessary complex sentences.
9. **Grammatical Person** – The first person is suitable for certain business writing (letters). Recognise when to use the third person and remain objective (writing report results).
10. **Second Eye** – Get somebody to check your work, particularly for important documents.



[www.parallaxconsultancy.com](http://www.parallaxconsultancy.com)

[info@parallaxconsultancy.com](mailto:info@parallaxconsultancy.com)