The 6 Cs of Business Writing

Completeness
- Provide all necessary information
- Answer all questions asked (or implied)
- Add something extra (when appropriate)

Concreteness
- Use facts, figures, statistics, and details
- Give concrete examples
- Use precise, active verbs

Consideration (and/or Courtesy)
- Be polite
- Always have your audience first in mind: ask yourself how the message you’re communicating can profit them
- Focus on “you” instead of “I” or “we”
- Emphasize positive, pleasant facts (when you can)

Clarity
- Avoid wordiness
- Avoid vague language
- Use the active rather than the passive voice when you can
- Make sure your message can’t be misinterpreted

Conciseness
- Get straight to the point
- Use short, effective (not choppy) sentences
- State only relevant information
- Avoid repetition

Correctness
- Have perfect grammar, spelling, and punctuation—errors will make you look careless or even uneducated
- Make sure your facts and figures are accurate
- Make sure your documents are in the correct format
and:

**Objectivity**

- Don’t let personal biases enter your writing
- Avoid using the first person if you can
- Avoid using emotionally-charged terms
- Present both the positive and negative sides to every case