

# WRITING FOR BUSINESS

## CLEAR, HIGH IMPACT COMMUNICATION

On your way to getting a job, and once you have a job, you will almost certainly need to write in a professional capacity. It might be an email enquiring about a job, communicating with colleagues or writing to a customer. It's important to present the best version of yourself when you are writing and these tips will help you write effectively.

- Why are you writing? Ensure that you are clear about the purpose of this piece of communication. Are you sharing information, trying to get information or ask a question, or trying to encourage someone to take a specific action (like buy a ticket or write to their MP)?
- Who are you writing to? Who will be reading this? Do they know you or is the first time you have communicated with them? Do they want to hear your message or will you have to try and encourage them? What specifically will they want to know?
- Cut the waffle. Sometimes when we are trying to be polite we can add in too much detail or write too formally; keep your writing clear and concise
- Check the voice and style. Organisations put a lot of time and money into their brand, making sure that the style of their communication is consistent. If you are part of an organisation, they will probably have a style guide — information to help you write in the approved style of the organisation. If you are writing to an organisation about a job, try to match the style of writing that the organisation uses on its website and in the job description. This shows you pay attention to detail, have an adaptable communication style and are a good fit for the organisation
- Clear and easy to read. Think about the layout, making sure that your message is easy to read. Organise your writing into paragraphs and think about how you draw attention to any essential information while not making the document too distracting

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## EMAIL: SOME TOP TIPS

Everyone can write an email — it's easy, right? Well yes, everyone can write an email but most people have accidentally sent an email to the wrong person, or an email with spelling mistakes in it or missing an important attachment. It's not the end of the world but it's certainly not the best first impression.

### The following seven steps will ensure that you always send excellent emails:

1. Write the main body of your email. Be specific and if you need the person you are writing to take action make the request clearly visible and include a deadline
  2. Check what you have written, ensuring it is clear and specific with no grammar or spelling errors
  3. Attach any documents that need to be sent along with the email
  4. Write the subject line so that it accurately describes what the content of the email is about — if your email is a cover letter include the job title, any reference number and your full name
  5. Check the email once more for clarity, spelling and grammar
  6. Add the correct email address (or addresses) and check them
  7. Press send, confident that you are giving the best impression of yourself
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THE OLD VIC

- Black & Nib (Disregard)
- Spray for a
- Rainier
- (Hate to Hire)
- Albert (Promising Young)
- Unknown Actor (unlabeled)

2-21-2020  
5-1-2020

Old Vic Education  
The Old Vic  
The Cut  
London SE1 8NB

E [education@oldvictheatre.com](mailto:education@oldvictheatre.com)  
@oldvictheatre

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## **EDUCATION & COMMUNITY**

Education & Community Director

**Hannah Fosker**

Education Manager

**Euan Borland**

Young Person's Programme Manager

**Naomi McKenna Lawson**

Education & Community Coordinator

**Kate Lawrence-Lunniss**

Education & Community Intern

**Anny Whyatt**

## **TAKE THE LEAD**

Take the Lead Consultant  
and Workshop Design

**Simon Pollard**

With contributions from

**Edmund Kingsley**

**Helen Baldwin**

Take the Lead  
Events Producer  
**Jessica Norman**

Curtain Up Producer  
**Daisy Dockrill**

Take the Lead Film Makers  
**TEA Films LTD**

## **PROMPT BOOK**

Compiled by  
**Anne Langford**

Edited by  
**Helen Baldwin**

**Naomi McKenna Lawson**

Photography  
**Manuel Harlan**  
**Lidia Crisafulli**  
**Ben Carpenter**

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