

Business English is the reading and writing that occurs in the workplace.

It is based on three main goals:

- **DIRECT PURPOSE:** either to solve a problem or give information
- **ECONOMICAL:** Attempts to be clear and to the point
- **READER-ORIENTED:** Writing directed at a certain audience

All types of Business English focus on two important things:

PURPOSE: What the writing is about

AUDIENCE: Who the writing is directed at

When writing business English a specific writing process is followed to make sure that the message is kept clear for the readers. It has three steps and each of those steps has three smaller steps that are followed:

The 3x3 Business Writing Process:

A. PREWRITING	B. WRITING	C. REVISING
Analyze Figure out why you are sending a message	Research Make sure you know about your topic	Revise Read over to make sure message meets goals
Anticipate Imagine how the audience will respond to you	Organize Prepare information to make it clear to reader and audience	Proofread Edit work for spelling and grammar errors
Adapt Plan to write to meet the needs of your audience	Compose Begin the actual writing of your information	Evaluate Is your writing as effective and clear as possible?