

Revising Business Messages

A. Evaluate content, organization, style, and tone.

- Make sure the information is accurate, relevant, and sufficient.
- Check that all necessary points appear in logical order.
- Verify that you present enough support to make the main idea convincing and interesting.
- Be sure the beginning and ending are effective.
- Make sure you've achieved the right tone.

B. Review for readability.

- Consider using a readability index, being sure to interpret the answer carefully.
- Use a mix of short and long sentences.
- Keep paragraphs short.
- Use bulleted and numbered lists to emphasize key points.
- Make the document easy to scan with headings and subheadings.

C. Edit for clarity.

- Break up overly long sentences and rewrite hedging sentences.
- Impose parallelism to simplify reading.
- Correct dangling modifiers.
- Reword long noun sequences and replace camouflaged verbs.
- Clarify sentence structure and awkward references.
- Moderate your enthusiasm to maintain a professional tone.

D. Edit for conciseness.

- Delete unnecessary words and phrases.
- Shorten long words and phrases.
- Eliminate redundancies.
- Rewrite sentences that start with "It is" or "There are."

