

## Business Writing Should be Simple

We've been advised all our lives to write simply. Avoid the passive voice. Use active, descriptive language, and vary the length of our sentences. We all know this is good advice, and yet we tend to ignore it. As a result, our writing often seems formal or stiff. Maybe the desire to impress others causes us to get lost in the language rather than focus on the message.

The words and phrases in the "Poor choice" column below are examples of what to avoid. They're wordy, sometimes trite, and usually awkward. It's interesting that we use such phrases when we write, but we rarely use them when we speak. Since the style of modern business writing is more casual and conversational, making your business writing sound more like a conversation with your audience will help you avoid wordy or awkward phrases that don't add to meaning.

Extra embellishments in your writing impress no one but you. If you truly wish to shine as a writer, be simple. As Leonardo da Vinci said, "Simplicity is the ultimate sophistication." Simple writing has clarity and impact.

Poor choice:	Better choice:
in order to	to
deem	think
in the event that	if
the reason is due to	the reason is
due to	because of
send by return mail	mail
on account of	because of
in the last analysis	in conclusion
hence	so
acquire	get
furthermore	then
in view of the fact	because; since
accordingly	so
inasmuch as; in view of	because; since
comprises; constitutes	is
be aware of the fact that	know; understand
nevertheless	however; but
the foreseeable future	the future
for the reason that; due to the fact that;	because; since
furthermore	then
at all times	always
in this day and age	today; now; these days
as to whether	whether
along the lines of	like
in the neighborhood of	about; approximately
in case of	if
ascertain	learn
on the basis of	by
transpire	become known
peruse	look over; study; read
utilize	use
nevertheless	however; but
with the result that	so that
use up	use

<b>Poor choice:</b>	<b>Better choice:</b>
will you be good enough to	please
absolutely essential	essential
consequently	so
with reference to	about
in the absence of	without
make a decision	decide
on behalf of	for
the overall plan	the plan
utmost perfection	perfection
of the utmost importance	most important
that being the case	therefore
realize a savings of	save
a number of	several