

Business Writing(商業寫作)是報告, 提案文件, 公告, 商業信件等, 職場人在對內或對外使用的一種**professional writing**。 **Business Writing**的目的是為了讓讀者能夠迅速並正確掌握信件重點。即, **Business Writing**必須簡單、清楚、切入要點且組織清楚。

[Business Writing時需注意的重點]

- 使用負面單字時, 須小心
No, do not, refuse, stop, unfortunately, unable to, cannot, mistake, problem, error, damage, loss, and failure.
- 盡量簡潔並具體

Wordy & Vague	Concise & Specific
Sale of surplus tappers is one of our primary needs.	We must sell our surplus tappers.
The collision had the effect of a destructive force on the duplicator.	The collision destroyed the duplicator.
Contact	Call, write, visit
Slowly	About as fast as you normally walk
Soon	By March 15
- 盡量使用無性別指向的單字
 1. 使用中性的職位單字
Not: Chairman
But: Chairperson
 2. 盡量不要使用粗俗的句型
Not: After the girls in the office receive an order, our office fills it within 24 hours.
But: When orders are received from the office, they are filled within 24 hours.
 3. 盡量降低使用顯示性別的單字
Not: Executives and their wives
But: Executives and their spouses
 4. 避免提關於團體的資訊
Not: Connie Green performed the job well for her age.
But: Connie Green performed the job well.
 5. 如果不知道對方性別, 避免使用有性別指向的單字
Not: Dear Gentlemen;
But: To Whom it May Concern:
 6. 不要使用男性代名詞
Not: Each student must provide his own lab jacket.
But: Students must provide their own lab jackets. Or each student must provide his or her own lab jacket.
- 從自己的觀點撰寫並想辦法使對方同意
Not: You must agree that I am qualified for the position.
But: My qualifications in the areas of accounting and customer service meet your job requirements.
- 明確告知對方的利益
Not: I am processing your order tomorrow.
But: Your order will be available in two weeks

[Business Letter Format (Full & Modified) & Structure]

- **Full Block:** Full block format是將所有內容 '靠左對齊'的格式, 比 Modified block format還要更加正式。如果不清楚現在該用什麼格式的話, 使用Full Block是比較安全的。
- **Modified Block:** Modified block format是將內容'靠左對齊', 但寄信人的信箱、署名等則'靠右對齊'。標題可以'置中' 或 '靠左對齊'。現在主要都以這個格式為主。

123 Winner's Road (寄件人地址)
New Employee Town, PA 12345

March 23, 2016 (寫信件的日期)

Mr. Moon **Mr./ Ms./ Dr.** 對方姓名 (不知道姓名, 至少需寫上職稱)
Product Manager (收見人職稱)
LOP (公司名)
142 East Road (收件人地址)
Essay City, NY 15043

Dear Mr. Moon, (問候語: **Dear Mr./ Ms./ Dr.** 對方姓氏, 不知道姓名時, 寫上**Dear Human Resource Director**寄出)

Invitation to our conference (標題需一眼就能讓收件人大概掌握出信件內容)

本文 (本文行距以1, 換段落時, 空一行)

Sincerely(結語: 不知道對方姓名時, 使用 "**Yours faithfully**", 如果是見過面的關係 "**Best regards**", 一般則常用"**Sincerely**")

署名 (結語和寄件人名字之間要空3-4行)

Daniel Wu (寄件人姓名)
Executive Assistant (寄件人職稱)

*字體(Font)一般常用Times New Roman, 字體大小為12, 也常用Arial。

[Memo Structure & Sample]

Memo是將更新的政策、價格調整、降低需求等變化告知收件人。Memo通常約為一到兩張, 行距為1, 內文'靠左對齊'。主要用於公司內部溝通時使用。雖然最近Email常常被當作Memo來使用, 但有些情況免不了需要列印後看, 所以這一部分還是時常使用的一種Business Writing。

Structure

- Header: 1/8 of the memo
- Opening, Context and Task: 1/4 of the memo
- Summary, Discussion Segment: 1/2 of the memo
- Closing Segment, Necessary Attachments: 1/8 of the memo

Sample

Memorandum
AP CONSULTING, INC.
To: All employees
From: Daniel Wu, Executive Assistant to the President

Date: July 17, 2015

Subject: Dishes in the Sink

It has come to our attention that there has been a pile of unwashed dishes that accumulates in the sink by the end of each week. It has gotten so bad that washing one's hands becomes an uncomfortable undertaking. Therefore, we are introducing a new policy that mandates that employees wash their dishes as soon as they are done with them, keeping the sink clear for other uses.

If you do not have the time to wash your lunch container or coffee mug, leave it by your desk until you are ready to wash it. Even two or three dirty plates will encourage every person thereafter to leave their unwashed, food-stained dishes and silverware in the sink. Conversely, studies have shown that when a sink is empty, people are more likely to wash their dishes immediately.

Thank you for your cooperation!

Best,
Daniel Wu

[Business e-mail Structure & Sample]

0. Subject(標題)	Presentation at upcoming Creativity Session ★最好以10個單字以下所組成的名詞子句		
From	email@email.com		
To	email@email.com		
1. Salutation (招呼語)			
Dear Human Resources: To whom it may concern:	Dear Mr. Conroy: Dear Ms. Oscar:	Hello Steven,	Hi Steven,
知道收信人的職稱時	尊敬的表现	親近的表现	親密的好友
<div style="text-align: center;"> ←-----→ 疏遠 <與對方的距離> 親近 </div>			
★ 時常提及對方的職稱或是姓，令人感覺受尊敬;提及名字，則感到親切。			
2. Introduction (介紹)			
在本文前，簡單介紹自己的單位以及聯繫對方的原因。			
3. Body (本文)			
根據信件目的而有所不同			
4. Closing (結語)			
★ 為使對方在最後能夠積極回應信件內容，這裡使用未來式的暗示性用語			
Please confirm by November 10 if you can attend			
We all look forward to hearing from you.			
Once again, we ask your serious consideration on our proposal.			
5. Complimentary Close (署名)			
Respectfully,	Sincerely,	(With) Best Regards,	
尊敬的表现	親近的表现	親密關係	

←-----→
疏遠 <與對方的距離> 親近

★ 萬用結語Best Regards在許多狀況下都可以使用

6. Signature (簽名)

★ 姓名 – 職稱 – 部屬 – 聯絡方法 等順序整理，最好也附上公司Logo
000, Employee Training Team Member
Human Resources, Google Korea
E-mail: email@email.com
C.P: +82-10-0000-0000

[注意事項]

- What does my reader want or need to know to enable him or her to understand my message?
- Does my letter/report answer all the questions my reader has asked or questions he or she may have in mind?
- What is my purpose in writing this letter/report?
- Does my letter/report give all the information needed to accomplish this purpose?
- What purpose does this communication serve for my reader?
- Have I included ONLY the material essential to my reader's purpose and understanding? Or am I boring or distracting my reader with unessential and/or obvious information?
- What do I want my reader to do when he or she finishes reading my letter or report?
- Have I included all the information he or she will need to enable my reader to easily take this action or make this decision?



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- 外籍編輯均擁有5年以上專業文件/論文的編修經驗
- 學術論文外籍編輯不但具有研究生或博士學歷，更擁有在國際期刊上發表論文的經驗
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