

Mind Map – Business Writing Skills

1) Introduction to Business Writing

- Definition
- Importance
- Where we use it
- Key features

2) Core Principles

- Clarity
- Action
- Professionalism

3) Types of Writing

- Business
- Academic
- Creative

4) Tone & Professional Language

- Formal
- Neutral
- Friendly Professional

5) Writing for Busy Readers

- Short sentences
- Bullet points
- Clear actions

6) Email Structure

- Subject
- Greeting

- Purpose
- Key Information
- Call to Action
- Closing
- Signature

7) Request Emails

- Purpose
- Details
- Deadline
- CTA

8) Confirmation Emails

- Confirm info
- Repeat key details
- Next steps

9) Follow-Up & Complaint Emails

- Follow-up structure
- Complaint structure
- Professional wording