**10 Key Points**

The following are 10 key points from our summary.

1. When revising, concentrate on improving the message’s clarity, conciseness, vigour and readability.

2. To further improve readability, highlight words with capital letters, underlining, bold type and italics

3. Avoid overused business terms.

4. Eliminate fillers, long lead-ins, redundancies, compound preposition and empty words.

5. K.I.S.S.: Keep It Short and Simple.

6. Kick the noun habit: Use verbs of action instead of nouns.

7. Revise your first draft before proofreading.

8. Check for spelling, grammar, punctuation, names, numbers and format.

9. Evaluate your writing by asking yourself:

         “Will the message be successful?”

         “Does the message say what I want?”

10. Solicit feedback from the reader.

**Bibliography**

Guffey, Mary Ellen, Kathleen Rhodes, and Patricia Rogin. Business Communication: Process and Product. Third brief Canadian edition. United States: Nelson Education Ltd., 2006. 135-151.