

7c's of Business writing

① consideration (your attitude):-

→ If we are writing a sales letter, then it shows the recipient how the product would be beneficial for them.

② Courtesy :- we should be courteous and polite during Business writing.

→ Avoid making negative sentences.

③ clarity :- we should be clear & specific in the letter.

④ concreteness (Be convincing)

→ actual, specific, & convincing

⑤ correctness :-

correctness of Both expressions & the information.

⑥ conciseness :-

→ use only necessary details & short sentences

7. Completeness ; →

→ provide complete information in letter.