



MERRIMACK COLLEGE

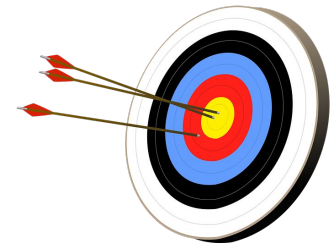
Writing Business Reports

Merrimack College Writing Center

Goals

1. Understand the role of the report
2. Learn strategies for process
3. Learn strategies for clear writing

GOAL SETTING



What Do Business Reports Do?



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- Makes recommendations
- To resolve a problem, issue, or condition
- That specialists and lay readers can understand
- Based on evidence and data
- That has been analyzed for the above purpose

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- To resolve a **problem, issue, or condition**
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- Based on **evidence and data**
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Strategies for Process

- Outline
 - Executive Summary
 - Introduction: Establish the Problem
 - Present the Information / Evidence
 - Analyze the Evidence
 - Make Recommendations

Strategies for Process

- Outline
 - Executive Summary
 - One page to rule them all--written after
 - Introduction: Establish the Problem
 - What? Why? Multiple consequences?
 - Present the Information / Evidence
 - Multiple sources
 - Analyze the Evidence
 - Multiple angles
 - Make Recommendations
 - What are the options? Which is best?



WARNING



Marketing Report Structure

“A **marketing report** is a set of data created to analyze the performance of a specific **marketing** campaign or effort. It is utilized to effectively communicate a company's **marketing** strategy, including research, promotional tactics, goals and expected outcomes.” (Datapine, 2018)

- Where are the items we just discussed, and how would they fit?
- How is your report going to be the same?
- How is your report going to be different?

Now Take Out Your Writing



Writing Tip: After 23 Words, No One Cares

A good business plan guides you through each stage of starting and managing your business. You'll use your business plan as a roadmap for how to structure, run, and grow your new business. It's a way to think through the key elements of your business.

Business plans can help you get funding or bring on new business partners. Investors want to feel confident they'll see a return on their investment. Your business plan is the tool you'll use to convince people that working with you — or investing in your company — is a smart choice.

Writing Tip: Subject-Verb-Object

- A representative will be with you shortly.
 - Who is going to do what and when?
- Mistakes were made.
 - By whom? When? How bad did it go?
 - Obscures responsibility
- The data suggests rates will be rising.
 - Signal that you are connecting data to analysis
 - How does the data do this?



Writing Tip: Specify, Specify, Specify!

- This, That, These, Those
 - This what? Those what?
- Things, stuff, like, something, feels
 - These words say nothing!
- Always, never, all, nothing
 - Watch your qualifiers!
- somewhere, nowhere, a while, some time
 - vague!

Always think in terms of making decisions



Writing Tip: Remove Adverbs & Adjectives

Thank you for carefully considering my truly sincere application. I worked really hard as a sales consultant for many years, and I honestly learned a whole lot about the industry. I learned about the industry through lots of cold calling, targeting seriously excited clients, and long hours on the phone. This has all made me grow significantly.

Writing Tip: Remove Adverbs & Adjectives

Thank you for **carefully** considering my **truly sincere** application. I worked **really hard** as a sales consultant **for many years**, and I **honestly** learned a **whole** lot about the industry. I **learned about the industry** through **lots of** cold calling, targeting **seriously excited** clients, and **long hours on** phone sales. This has all made me grow **significantly**.

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