

商业写作是报告, 提案文件, 公告, 商业信件等, 职场人对内或对外使用的一种专业写作。商业写作的目的是为了**让读者迅速掌握信件重点, 即清楚且切入要点。**

[商业写作时需注意的重点]

- 注意使用负面单字

No, do not, refuse, stop, unfortunately, unable to, cannot, mistake, problem, error, damage, loss和failure.

- 尽量简洁并具体

赘词 & 模糊	准确 & 特定
- 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

- 偏好无性别指向

- 使用中性的职位单字
Not: Chairman
But: Chairperson
- 避免使用粗俗的句型
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.
- 避免使用显示性别的单字
Not: Executives and their wives
But: Executives and their spouses
- 避免提关于团体的资讯
Not: Connie Green performed the job well for her age.
But: Connie Green performed the job well.
- 避免使用有性别指向的单字
Not: Dear Gentlemen:
But: To Whom it May Concern:
- 避免使用男性代名词
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.
- 从自己的观点撰写并想办法使对方同意
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.
- 明确告知对方的利益
Not: I am processing your order tomorrow.
But: Your order will be available in two weeks

[商业英语信件格式与结构]

- Full-Block: 所有的段落、日期和签名都从左边开始, 没有空格, 段段之间通常空行。如果不

确定该用哪种, 则建议使用Full Block。

- Modified-Block:

除了日期和签名部分, 都从左边空白处开始, 没有空格, 段段之间空行。但寄信人信箱、署名等则靠右对齐, 标题可置中或靠左对齐。

- 范文

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

November 11, 2015 (写信的日期)

Mr. Moon Mr./ Ms./ Dr. (不知道姓名, 至少需写上职称)
Product Manager (收件人职称)
LOP (公司名)
142 East Road (收件人地址)
Essay City, NY 15043

Dear Mr. Moon, (问候语; 不知道姓名时, 写Dear Human Resource Director)

Invitation to our conference (标题需一眼就能让收件人掌握信件内容.)

本文 (本文行距以1, 换段落时, 空一行)

Sincerely(结语: 不知道对方姓名时, 使用Yours faithfully, 如果见过面, 使用Best regards, 一般则常用Sincerely)

署名 (结语和寄件人名字之间要空3-4行)

Daniel Wu (寄件人姓名)
Executive Assistant (寄件人职称)

*字体一般常用Times New Roman/Arial, 字体大小为12

[备忘录结构与范文]

目的主要是将更新的政策、价格调整、降低需求等变化告知收件人。通常为一到两页, 行距为1, 内文 '靠左对齐', 主要用于公司内部沟通。

- 结构

- 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

- 范文

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

★姓名 – 职称 – 部属 – 联络方法 等顺序整理，最好一併附上公司商标
000, Employee Training Team Member
Human Resources, Google Korea
E-mail: email@email.com
C.P: +82-10-0000-0000

[注意事项]

- 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?

[商务电子邮件结构与示例]

0. 标题	Presentation at upcoming Creativity Session ★尽量以10单字以内的名词子句
From	email@email.com
To	email@email.com

1. 招呼语

Dear Human Resources: To whom it may concern:	Dear Mr. Conroy: Dear Ms. Oscar:	Hello Steven,	Hi Steven,
知道收信人的职称时	尊敬	亲近	亲密
←----->			
疏远	<与对方的亲近程度>		亲近

★时常提及对方的职称或姓，令人感觉受尊敬；提及名字，则感到亲切。

2. 介绍

在本文前，简单介绍自己的单位以及联系对方的原因。

3. 本文

根据信件目的而有所不同

4. 结语

★为使对方积极回应信件内容，这里使用未来式

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. 结语

Respectfully,	Sincerely,	(With) Best Regards,	
尊敬	亲近	亲密关系	
←----->			
疏远	<与对方的亲近程度>		亲近

★ 万用结语Best Regards在许多状况下都可以使用

6. 签名



You Write it. We Right it.

霍华斯为学术研究者、学生、职场专业人士提供高质量专业化的英语润色服务，服务包含学术论文润色、留学文书润色与英文翻译。所有提供修改服务的编辑均为具有学科背景的美国英国英语母语人士，专业领域覆盖来自医学，工程学，商学，经济学等。翻译采三阶段：双语译者、编辑润色、校对，提升译文质量，传递原意。

霍华斯新会员38%来自既有客户推荐，由此可知润色与翻译质量深获客户推崇，高达89%的客户重复回流使用服务。

- 外籍母语编辑均拥有5年以上英语润色经验
- 学术论文编辑具有硕博学历与国际期刊发表经验
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- 支付后系统自动计时，高质高效，节假日无休
- 上传文稿、支付后系统自动计时倒数返件时间
- 上传文稿、支付后系统自动计时倒数返件时间
- 官网自动显示所需价格
- 合理价格享受高质服务

“Join thousands of researchers, academics and writers. Let us help maximize your impact!”