Goals

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