



**English Language Exams
by Doing Business In English**

IELTS

WRITING GUIDE

No.1 - Issued June 2025

**© Doing Business In English. All rights reserved.
www.doingbusinessinenglish.com**



IELTS Writing

Contents

How the Exam Works	Page 3
Band Scoring	Page 4
IELTS Writing Preparation	Page 5
Checklists	Page 6
IELTS General Writing Tips	Page 7
YouTube Resources	Page 17
High Score Tips	Page 18
Website and App Resources	Page 19
Podcasts	Page 20
Tests	Page 21

This booklet aims to provide support for IELTS candidates, it is not a replacement for working with a qualified tutor. IELTS is managed and examined by the British Council that has many office around the world that can provide more specialist guidance.

Further resources on English language exams, working in English, job search and business development can be found on the Doing Business LinkedIn, Facebook, Instagram, Threads, Bluesky, Mastodon pages, YouTube channel and website.



English Language Exams by Doing Business In English

How the Exam Works

The speaking test is often thought to be the easiest part of the exam, but this is not true. Each of the 4 tests have the same level of difficulty, but depending on your experience and ability you will find one part of the exam easier than others depending on your language skills.

The test is 10 – 16 minutes long, the same questions are asked to every candidate on that day, but their length of answer determines the total time of the test. There are 3 parts in the exam.

- Part 1 lasts 4 - 6 minutes, the candidate answers short questions about themselves and everyday topics.
- Part 2 lasts 3 - 4 minutes, the candidate makes a two-minute presentation, normally based on their own experience, about a topic given by the examiner.
- Part 3 lasts 4 – 6 minutes, the candidate is asked questions and talks about some topics with the examiner that follow on from Part 2.

There is 1 examiner, who will ask them questions and because of the complexities of the scoring may spend most of the time with their head down focused on their marking paper.

The test is recorded, this is because there has to be a recording of what actually happens in case you want to challenge the result later.

Candidates must listen carefully and follow the examiner's instructions, in addition candidates must ensure they speak very politely and clearly, only answering the questions asked.

Sometimes the candidate will not understand the examiner, in these situations the candidate must do all they can to not panic, instead ask 'I am sorry, please could you repeat the question?'



English Language Exams by Doing Business In English

Band Scoring

There are four criteria in the evaluation of the IELTS speaking test.

- (1) coherence and cohesion
- (2) lexical resource
- (3) grammatical range and accuracy
- (4) task achievement

An average is taken from the 3 criteria, each criteria accounts for 25% of the marks.

A detailed explanation of how the writing test is marked is presented by the British Council in the following.

[Writing Band Descriptors \(britishcouncil.org\)](https://www.britishcouncil.org)

For most candidates the work required to move up half a point becomes disproportionately more difficult as their score increases, e.g. moving from 7 to 7.5 is more difficult than 6 to 6.5. This means that most candidates find the most efficient way to increase their overall score is to disproportionately focus on the criteria within writing they find most difficult.



English Language Exams by Doing Business In English

IELTS Writing Preparation

There is no substitute for creating a plan for speaking as part of your overall preparation, what is clear is that effective preparation and disciplined practice under time pressure are critical. Candidates who do not get the chance to write essays in English often normally have to plan more time than others to achieve the same score in writing.

Many candidates find writing essays difficult, also in their native language. Many candidates prefer to practice where they feel comfortable but more reading, listening and grammar will not help with writing. There simply is no substitute for writing practice!

Using a variety of resources is most effective, this booklet includes details of websites, YouTube channels, apps, podcasts and our 'English Exams by Doing Business In English' guides.

One of the most effective ways of preparing is to review model essays completed by others that can be seen on many reputable websites.

There are some things you can do to improve your writing but there is no substitute for positive and negative feedback from someone who understands how the IELTS test is marked. Every candidate needs feedback on what they need to start doing, improve and do more, particularly in writing to score 6.5+ simply not making mistakes is not enough.

Practice tests are important and useful, but they are not everything, in addition work on improving vocabulary and grammar because they both account for 50% of the total score of the speaking task.



English Language Exams by Doing Business In English

Checklists – Produce Aswell as Understand

Set up a word doc with your notes and practice exercises on the following.

Grammar

Tenses

Modal verbs

Conditionals

Clauses

Compound, complex and simple sentences

Conjunctions and Linking words

Passives and causatives

Vocabulary

Generally higher levels of vocabulary plus specifically

Phrasal verbs

Phrases & Idioms

Use of adjectives and adverbs



IELTS General Writing Tips

1 Analyze each question carefully, take time to ensure that you understand it clearly and what it specifically is asking. Your answer must directly answer it, make an outline before writing anything and do not start too quickly.

2 Avoid using any informal language or slang.

3 Paraphrase the question do not repeat it.

4 Plan how long you will leave for each question, normally Essay 1 needs 20 mins and Essay 2 needs 40 mins, including checking time.

5 Try to leave 20% of the time for checking and improving. When looking for mistakes watch out for spelling mistakes and punctuation as under pressure many candidates can make mistakes. Many candidates only look for mistakes but do not look for opportunities to improve eg use more advanced verb, add adjectives and/or adverbs appropriately.

6 Many candidates prefer to write Essay 2 first, when practicing try experimenting to see what suits you best.

7 This is an English writing test to assess your ability to write effectively in English according to the IELTS criteria and nothing more. The test is not trying to identify your prior knowledge of the subject and any advanced knowledge of the subject will not help score additional marks.

8 Contractions such as we're should not be used, instead use we are.

How to Write Essay 1

1 You need to write 3-4 paragraphs, 150 words in about 16 minutes, leave 4 minutes for corrections and improvements.

2 Read the question clearly and plan your answer – plan the structure, paragraphs and how you will specifically answer the question. Stick to the information provided in the diagram, graph or chart.



English Language Exams by Doing Business In English

3 Describe the graph, chart or diagram using the passive voice, the essay should be written in an impersonal academic style. Most questions will ask for comparison and contrasting of the data in different ways.

4 When presenting and reporting data in academic writing task 1, it is not appropriate to write in a personal way, using personal pronouns or giving your personal views. So, you must not include this type of conclusion in academic writing task 1.

5 When writing task 1, many candidates focus on describing the data and numbers. However, it is also important to focus describing changes over time, the trends and do this with the correct tenses.

6 There is not a limit of 150 words, actually up to 180 words is ok if the additional content is of a high standard. Exceeding 180 words will often achieve no benefit and only create opportunities for mistakes. In practice try and target 150-180 and assess the best number for your ability.

7 Many candidates write very long sentences that sometimes with 30+ words in. This is often because they mistakenly believe they write long sentences to achieve a high score. In fact, this can lower your score, because the resulting sentences make your ideas difficult to follow. The examiner wants to see complex structures but not complicated sentences.

8 Structure (provisional structure but may be adapted due to the question)

Paragraph 1 - Introduction, paraphrase the question in the first sentence. In the second give a general overview of the question possibly identifying a trend if one exists in the question (20 – 30 words).

Paragraph 2 - Body of essay 1, detail to answer the question (50 – 60 words). Focus here on whether there is a comparison, a progression and describe any striking characteristics.

Paragraph 3 - Body of essay 2, detail to answer the question (50 – 60 words). Here go into detail identifying any important data, dates or aspects.

Paragraph 4 - Conclusion (10-15 words).



English Language Exams by Doing Business In English

Specifics for Essay 1

1 Write using relevant past / present / future tenses and forms simple, continuous, perfect and perfect continuous forms where appropriate.

2 Use 3+ complex sentence structures if possible.

3 Use a range of descriptive words – eg increase, rise and go up.

4 Use some adverbs and adjectives.

5 Use more complex verbs – avoid verbs such as do, make and looks

6 Use linkers and conjunctions – eg in addition, furthermore & however.

At the band 7 to 9 levels, candidates can skillfully connect their ideas through the accurate use of a variety of connectors such as: although, despite, thus, in contrast, as a result, and consequently.

7 Write 1+ sentence using the passive voice.

8 Do not describe small details – describe trends, important details and show understanding of the question.

9 During practice create a range of vocabulary to describe data, data and processes, then use a variety in Essay 1.

10 Use a variety of words to describe changes in data.

Positive – climb, grow, increase, jump, rise and rocket.

Negative – decline, decrease, drop, fall, go down, plummet and plunge.

Use a variety of words to describe no change.

No change – maintained, remains, stays, constant and stable.

Use a variety of words to describe how things increased.(Increasing in level of increase)

How – slightly, slowly, gradually, steadily, significantly, considerably, substantially, rapidly, sharply and dynamically.



English Language Exams by Doing Business In English

11 When expressing percentages

- The number of users dropped by 26% between 2010 and 2011.
- 14% of the users signed up following a social media campaign.
- The largest percentage of users are from Germany.
- Out of a total of 250,000 users, only 19% are paying for full access.
- The percentage doubled every year for 8 years.
- There are more paying users than complementary users (58% and 42% respectively).

12 When constructing sentences the following points will help develop sentence structure, content and consequently scores.

- Comparing and contrasting, e.g. both, on the one hand / on the other hand, whereas, which and while
- Connectors structure speech in an organized manner, e.g. as a result/consequently/therefore, in order to/such that, in addition/furthermore and firstly/secondly/lastly.
- Drawing conclusions, e.g. in conclusion, all in all, in summary and the bottom line is.
- Linking words for ideas, e.g. nevertheless, obviously, alternatively and especially.
- Concession words can be used when contrasting two different aspects of the same person, thing or situation, e.g. although, despite, even though, however, and nevertheless.
- When giving examples linking devices can be used for this purpose, e.g. for instance, for example, such as, in particular and namely.
- Showing similarity can be done with conjunctions and transitions, e.g. likewise, similarly and in the same way.
- Showing results can be done with devices, e.g. therefore, as a result, thus, consequently and as a consequence.
- Talking about the future can be done by starting with phrases, e.g. It's likely that ..., It's unlikely that ..., I imagine that ..., The chances are that ..., It is predicted that ..., My guess is that ..., It is possible that ..., It is probable that ... or I envisage that
- Add adverbs to verbs e.g. The number of users rose gradually, increased sharply, decreased alarmingly, fell suddenly, fluctuated slightly or skyrocketed dramatically.
- Add adjectives to nouns e.g. rapid fall, slow increase, rapid decrease, sharp drop, erratic fluctuation, extreme uplift or dramatic crash.



IELTS Writing Essay 2

How to Write Essay 2

1 Write 4-5 paragraphs, 250 words in about 32 minutes, leave 8 minutes for corrections and improvements.

2 Read the question clearly and plan your answer – plan the structure, paragraphs and how you will specifically answer the question.

3 Be specific, every part of your answer should be directly relevant to the question.

4 There is not a limit of 250 words, actually up to 300 words is ok if the additional content is of a high standard. Exceeding 250 words will often achieve no benefit and only create opportunities for mistakes. In practice try and target 250-300 and assess the best number for your ability.

5 Many candidates write very long sentences that sometimes with 30+ words in. This is often because they mistakenly believe they write long sentences to achieve a high score. In fact, this can lower your score, because the resulting sentences make your ideas difficult to follow. The examiner wants to see complex structures but not complicated sentences.

6 Structure (provisional structure but may be adapted due to the question)

i) If explaining your opinion with points

Paragraph 1 - In the initial introduction paragraph, you need to paraphrase the question in the first sentence, the second sentence should be an overview of the situation and the third sentence your opinion. (30 – 35 words).

Paragraph 2 – Point 1, detail to answer the question (70 – 80 words). Providing evidence, opinions and perspectives.

Paragraph 3 - Point 2, detail to answer the question (70 – 80 words). Providing evidence, opinions and perspectives.

Paragraph 4 – Point 3 detail to answer the question (70 - 80 words). Providing evidence, opinions and perspectives.



English Language Exams by Doing Business In English

Paragraph 5 – Conclusion or summarize your opinion again but using different language to the language you used in the opening paragraph. (15 - 20 words). This paragraph can start with phrases such as I believe that, from my point of view, In my opinion, all things considered, overall or personally I am convinced that.

ii) If presenting your opinion, a counter opinion and then a conclusion

Paragraph 1 - In the initial introduction paragraph, you need to paraphrase the question in the first sentence, the second sentence should be an overview of the situation and the third sentence should introduce the opinions. (40 – 50 words).

Paragraph 2 – your opinion (65 – 75 words). Providing evidence, opinions and perspectives.

Paragraph 3 - explaining the counter opinion (65 – 75 words). Providing evidence, opinions and perspectives. This paragraph can start with phrases e.g. It might be argued that..., someone professors who used to hold a differeing view would state that..., however, some believe there is another side to this debate or In contrast, a few professors strongly believed that...

Paragraph 4 – convincing the reader why you believe your opinion is correct (65 - 75 words). This paragraph can start with phrases e.g. I believe that, both views are interesting but I firmly believe or there is no doubt this debate will continue but I am convinced.

Paragraph 5 – a clear conclusion or summary of your opinion again but using different language to the language you used in the opening and fourth paragraph. (15 - 20 words). This paragraph can start with phrases eg I believe that, from my point of view, In my opinion, all things considered, overall or personally I am convinced that.



English Language Exams by Doing Business In English

Specifics for Essay 2

1 Achieving a formal tone to do this avoid using “I” as the subject of a sentence and make it more objective:

- Personal, subjective: ‘I can notice that’
- Objective: ‘It can be noticed that...’

2 Write using relevant past / present / future tenses and forms simple, continuous, perfect and perfect continuous forms

3 Use 5+ complex sentence structures.

4 Use adverbs and adjectives.

5 Write 1+ sentence in the passive voice.

6 Use modal verbs – could, would & should plus a conditional if relevant.

7 Use linkers and conjunctions– eg in addition, furthermore & however.

At band 7 to 9 levels, candidates can skillfully connect their ideas through the accurate use of a variety of connectors such as: although, despite, thus, in contrast, as a result, and consequently.

8 Use more complex verbs – avoid do, make and look.

9 Discuss all part of the task presented in the question.

10 When constructing sentences phrases such as the following help develop sentence structure and consequently scores.

- Comparing and contrasting, e.g. both, on the one hand / on the other hand, whereas, which and while
- Connectors structure speech in an organized manner, e.g. as a result/consequently/ therefore, in order to/such that, in addition/furthermore and firstly/secondly/lastly.
- Drawing conclusions, e.g. in conclusion, all in all, in summary and the bottom line is.
- Linking words for ideas, e.g. nevertheless, obviously, alternatively and especially.
- Concession words can be used when contrasting two different aspects of the same person, thing or situation, e.g. although, despite, even though, however, and nevertheless.



English Language Exams by Doing Business In English

- When giving examples linking devices can be used for this purpose, e.g. for instance, for example, such as, in particular and namely.
- Showing similarity can be done with conjunctions and transitions, e.g. likewise, similarly and in the same way.
- Showing results can be done with devices, e.g. therefore, as a result, thus, consequently and as a consequence.
- Talking about the future can be done by starting with phrases, e.g. It's likely that ..., It's unlikely that ..., I imagine that ..., The chances are that ..., It is predicted that ..., My guess is that ..., It is possible that ..., It is probable that ... or I envisage that



English Language Exams by Doing Business In English

Common Topics in Essay 2

Education	Work	Hometown	Where you live
Art	Music	Movies	Food
Environment	Transport	Business & Finance	Society
Media	Travel	Animals & Pets	Sports
Technology	The Internet	Telephones & Apps	Health

There are more ideas on the following links.

[100 IELTS Essay Questions \(ieltsliz.com\)](https://ieltsliz.com)

[Top most 60+ common IELTS Writing Topics: IELTS Writing Task 2 \(prepareieltestexam.com\)](https://prepareieltestexam.com)

YouTube Resources

[Free online IELTS Writing practice tests | Take IELTS \(britishcouncil.org\)](https://www.britishcouncil.org)

[100 IELTS Essay Questions \(ieltsliz.com\)](https://ieltsliz.com)

[Top 11 IELTS Writing tips and tricks | IELTS Writing 7.5 in 7 days - YouTube](#)

[BAND 9 IELTS Writing Task 2 SAMPLE Essay | PROBLEM - SOLUTIONS - YouTube](#)

[E2 IELTS: Writing Task 2 | TOP TIPS YOU NEED TO KNOW with Jay! - YouTube](#)

[How to Plan an IELTS Writing Task 2 Essay - YouTube](#)

[E2 IELTS General Writing Task 1 | Informal Letters | TOP TIPS with Jay! - YouTube](#)

[IELTS Writing Task 2 Band Scores 5 to 8 with Tips \(ieltsliz.com\)](https://ieltsliz.com)

[IELTS Exam - Free IELTS material and resources \(ielts-writing.info\)](https://ielts-writing.info)

[Grammar for IELTS Writing Task 2 \(Complete Guide\) - Complete Test Success](#)

https://www.youtube.com/channel/UCdJ_sF-R6PPqFgPNOjcwSxQ

<https://www.ieltsadvantage.com/writing-task-1/>

<https://ieltsliz.com/ielts-sample-chart-for-writing-task-1/>

<https://www.ieltsadvantage.com/writing-task-2/>

[12 Years of IELTS Writing Task 2 Knowledge in 6 Hours](#)



English Language Exams by Doing Business In English

High Score Tips

[100 Band 7, 8 + 9 IELTS Writing Task 2 Essay Samples - IELTS Advantage](#)

[IELTS Writing Task 2: 8 Steps to Success - IELTS Writing Task 2 \(ieltsadvantage.com\)](#)

[10 reasons you might be in stuck in Band 6 in IELTS Writing - The Critical Reader](#)

[How Do I Get a Band 9 in IELTS Writing Task 2? - YouTube](#)

[E2 IELTS Academic Writing Task 1 | Top Tips for 8+ with Jay! - YouTube](#)

[How to Get Band 8-9 in IELTS Writing Task 2: A Practical Guide \(magoosh.com\)](#)

[IELTS Essay Samples of Band 8 | IELTS-Blog](#)

[Band 8 Essay Samples – IELTS Practice.Org \(ielts-practice.org\)](#)

[Comparing IELTS essay band 6.5 and band 8 for writing task 2](#)

[4 Keys to IELTS Band 8+ in IELTS Writing Task 2 - YouTube](#)

[IELTS Writing task 2: 8 steps for a band 8 | IDP IELTS Turkey](#)

[IELTS Writing Samples Band 8 \(writing9.com\)](#)

[100 Band 7, 8 + 9 IELTS Writing Task 2 Essay Samples – IELTS Advantage](#)

[35 Sample Band 9 IELTS Essays | IELTS Podcast](#)



English Language Exams by Doing Business In English

Website Resources

IELTS.NET

[Speaking » IELTS.NET](#)

Gradding (IELTS)

www.gradding.com

IELTS Liz

[IELTS Liz – IELTS Preparation with Liz: Free IELTS Tips and Lessons, 2024](#)

IELTS Buddy

[IELTS Speaking Practice \(ieltsbuddy.com\)](http://ieltsbuddy.com)

IELTS Mentor

[IELTS Speaking Samples and Answers \(ielts-mentor.com\)](http://ielts-mentor.com)

Magoosh

[Complete Guide to IELTS Speaking - Magoosh Blog — IELTS® Exam](#)

IELTS Advantage

[IELTS Preparation, Practice and Courses | IELTS Advantage](#)

App Resources

[IELTSWRITING.APP](#)

[IELTS Writing - Apps on Google Play](#)

[IELTS Writing - Exam 2024 - Apps on Google Play](#)

[IELTS® Writing : Essays & Test - Apps on Google Play](#)



English Language Exams by Doing Business In English

Podcasts

[IELTS Band 9 Essays: IELTS essay samples | IELTS Podcast](#)

[IELTS Writing \(ieltspodcast.com\)](#)

[IELTS Writing for Success Podcast Series - Apple Podcasts](#)

[IELTS Writing Podcast Podcast Series - Apple Podcasts](#)

Tests

[Writing Samples - Task 1 and Task 2 | IELTS Exam \(ielts-writing.info\)](#)

[Academic Writing Task 1 | IELTS Exam \(ielts-writing.info\)](#)

[IELTS Writing Task 2 | IELTS Exam \(ielts-writing.info\)](#)

[Free IELTS Writing Practice Test \(ielts-testpro.com\)](#)

[Free Online IELTS Writing Practice Tests | Take IELTS \(britishcouncil.org\)](#)

[IELTS Writing Practice Tests and Sample Answers \(ielts-academic.com\)](#)

[Free Online IELTS Writing Practice Test & Sample Collection \(engnovate.com\)](#)

<https://www.ieltsbuddy.com/ielts-practice-tests.html#writingpractice>