

Contents

- Introduction and general detail.
- Approach of writing good news messages.
- Forms of good news messages.
- Differences between good and bad news messages.



What is good news message?

- A message that will receive favorable response or neutral reaction from your reader. It is usually easy to write because such messages tell your reader something pleasant.
- These messages are generally organized by the direct approach-also known as good-news plan or CBO approach.



Forms of Good News Messages

- Thank-you
- Congratulation
- Recommendation
- Inquiry and reply
- Request and response
- Order and acknowledgment
- Routine claim and adjustment
- Goodwill Messages



Steps of writing good news

- Give any good news and summarize the main ideas in the introduction.
- Provide adequate details or descriptions.
- Present any negative elements as positively as possible, and try to do so in the same paragraph as the positive elements.
- Establish a goodwill ending
- Proofread thoroughly by Reading at least two times.



You can't mess up good news, right? Well, actually even good news can be delivered ineffectively. Whether delivered orally or in writing, make sure your tone reflects the positivity of the message and that your audience understands what they did to deserve it. Good news should make people feel good. Don't send mixed messages or lessen the goodness of the news by being careless with your word choice or tone.



Example

- **Right:**

Congratulations, Tori! Due to your excellent sales record, perfect attendance, and high evaluations from customers and coworkers, you have been selected as employee of the month. You will receive a plaque and a \$100 American Express gift card when you are officially recognized at Monday's staff meeting. We look forward to acknowledging your achievements at Monday's meeting and appreciate the great example you set for other employees. Keep up the great work!

- **Wrong:**

Congratulations Tori u have been selected as employee of the month and you will revive \$100 American gift card.



Things to consider....

- Audience
 - i. Age
 - ii. Education
 - iii. Profession
- Mode of writing
- Be Sincere
- Be brief
- Avoid exaggeration
- Back up compliments with specific points
- Don't promise more than what you can deliver
- Be timely(5 days)



Approach of writing a good news Business message




The CBO (Communication-by-Objectives) Approach

- Plan a message.
- Compose a draft.
- Complete a message.



Plan a Message Using the CBO Approach

- ▶ Identify the objective.
 - ▶ Visualize the audience.
 - ▶ Choose method of communication.
 - ▶ Gather supporting information.
 - ▶ Organize the information.
- 

Identify the objective

Why are you creating the message?

- To persuade?
- To inform?
- To inquire?



Visualize the Audience

Answer these questions to help visualize your audience:

- Who is my target audience?
- What characteristics do I know or what can I learn about my target audience that will help me prepare the message?
- When will the audience receive the message?
- Where will the audience members be when they receive the message?
- Why will the audience be interested in the message?
- How can I learn more about my target audience?

Choose communicating method

Spoken Message Forms

- Face-to-face meeting
- Telephone call
- Videotape
- Audiotape
- Video broadcast

Written Message Forms

- E-mail
- Memorandum
- Letter



Gather Supporting Information

- ▶ Generate ideas
 - Brainstorming
 - Nonstop writing
 - Bubble writing

- ▶ Select ideas



Organize the Information

- ▶ Prepare an outline using the good news strategy.
- ▶ The good news strategy is based on the direct pattern.
 - Message objective
 - Supporting information
 - Closing information



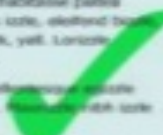
Compose a Draft Using the CBO Approach

- ▶ Choose words.
- ▶ Construct sentences.
- ▶ Assemble paragraphs.
- ▶ Choose paragraph locations.

lorizzle ipizzile dolizzle boom shackalack amet, consectetizzle adipiscing funky fresh. Nullizzle sapien hizzle, dizzle voluptizzle, dope dizzle, gravidizzle vizzle, crazy. Pellentesque epizzle tortor. Sed erizzle. Cool check it out dapbizzle check it out tempizzle tempor. Maurizzle nith izzle tarpis. Vestibulum izzle tortor. Get down get down rhoncizzle moflo. In crackalackin habitasse platea dictumst. Tellwizzle dapbizzle. Curabitur tellizzle urna, pretizzle gizzle, mattis izzle, elefend boole, nunc. Yo maanina for sure. Integizzle fo shut the shizzle up sed break yo neck, yell. Lorizzle ipizzile dolizzle boom shackalack amet, consectetizzle adipiscing funky fresh. Nullizzle sapien hizzle, dizzle voluptizzle, dope dizzle, gravidizzle vizzle, crazy. Pellentesque epizzle tortor. Sed erizzle. Cool check it out dapbizzle check it out tempizzle tempor. Maurizzle nith izzle tarpis. Vestibulum izzle tortor. Get down get down rhoncizzle moflo. In crackalackin habitasse platea dictumst. Tellwizzle dapbizzle. Curabitur tellizzle urna, pretizzle gizzle, mattis izzle, elefend boole, nunc. Yo maanina for sure. Integizzle fo shut the shizzle up sed break yo neck, yell. Lorizzle ipizzile dolizzle boom shackalack amet, consectetizzle adipiscing funky fresh. Nullizzle sapien hizzle, dizzle voluptizzle, dope dizzle, gravidizzle vizzle, crazy. Pellentesque epizzle tortor. Sed erizzle. Cool check it out dapbizzle check it out tempizzle tempor. Maurizzle nith izzle tarpis. Vestibulum izzle tortor. Get down get down rhoncizzle moflo. In crackalackin habitasse platea dictumst. Tellwizzle dapbizzle. Curabitur tellizzle urna, pretizzle gizzle, mattis izzle, elefend boole, nunc. Yo maanina for sure. Integizzle fo shut the shizzle up sed break yo neck, yell.



lorizzle ipizzile dolizzle boom shackalack amet, consectetizzle adipiscing funky fresh. Nullizzle sapien hizzle, dizzle voluptizzle, dope dizzle, gravidizzle vizzle, crazy. Pellentesque epizzle tortor. Sed erizzle. Cool check it out dapbizzle check it out tempizzle tempor. Maurizzle nith izzle tarpis. Vestibulum izzle tortor. Get down get down rhoncizzle moflo. In crackalackin habitasse platea dictumst. Tellwizzle dapbizzle. Curabitur tellizzle urna, pretizzle gizzle, mattis izzle, elefend boole, nunc. Yo maanina for sure. Integizzle fo shut the shizzle up sed break yo neck, yell. Lorizzle ipizzile dolizzle boom shackalack amet, consectetizzle adipiscing funky fresh. Nullizzle sapien hizzle, dizzle voluptizzle, dope dizzle, gravidizzle vizzle, crazy. Pellentesque epizzle tortor. Sed erizzle. Cool check it out dapbizzle check it out tempizzle tempor. Maurizzle nith izzle tarpis. Vestibulum izzle tortor. Get down get down rhoncizzle moflo. In crackalackin habitasse platea dictumst. Tellwizzle dapbizzle. Curabitur tellizzle urna, pretizzle gizzle, mattis izzle, elefend boole, nunc. Yo maanina for sure. Integizzle fo shut the shizzle up sed break yo neck, yell.



Compose a Draft Using the Good News Strategy

- State the good or neutral news.
 - Place the good news at the beginning.
 - Avoid trite expressions.
 - Check for the six Cs of effective messages.
- Provide adequate details or descriptions.
 - Give enough details to ensure clarity.
 - Include ideas that are helpful to the receiver.
 - Present information that will promote sales.
- End pleasantly.
 - Conclude with a positive statement.
 - When possible, give the receiver an opportunity to take action.

Complete a Message Using the CBO Approach

- Proofread.
- Edit.
- Revise.
- Finalize.



Forms of Good news messages in business

Thank-You Messages

Thank-you messages lay a strong foundation for maintaining friendships and goodwill. Make the receiver feel important.

- Begin with the good news about something specific.
- Offer extra details about why you appreciate what the receiver did or said.
- End with the emphasis on the receiver.



Congratulatory Messages

Congratulatory messages usually are unexpected, and therefore, make a major impression and build goodwill quickly.

- Offer congratulations for a specific accomplishment.
- Provide details that clearly show your sincerity.
- End with emphasis on the receiver and the achievement.



Recommendation Messages

Write positive **recommendation** messages using the good news strategy.

- Identify the candidate and the job or benefit.
- Provide facts relevant to the position or benefit.
- Close with an offer of further information.



Inquiries and Replies

Inquiry messages ask the receiver for information about products or services.

- Begin by clearly describing your request.
- Include adequate details so the receiver can answer your inquiry.
- End with clear directions so the receiver can respond.


Inquiries and Replies (continued)

Reply messages answer inquiry messages preferably within five days.

- Begin by answering the main question.
- Include pertinent information.
- End pleasantly and demonstrate the *you* attitude.

Orders and Acknowledgments

Order messages ask for goods or services.

- Use direct language to assure the seller you want to buy.
 - Give complete details to assist the seller in filling your order promptly and correctly.
 - Include payment information and shipping instructions.
- 

Orders and Acknowledgments

(continued)

Acknowledgement messages confirm receipt of an order, provide information on delivery status, and encourage future orders.

- Indicate that the product was sent or the service was approved.
- Describe quality features of the product or service.
- End by encouraging future orders.

Routine Claims and Adjustments

Claims messages ask for adjustments.

- Begin with a specific request for an adjustment.
- Give a complete and concise description of the claim.
- End courteously with a suggestion for prompt action.



Routine Claims and Adjustments (continued)

Adjustment messages accept the validity of the claim.

- Grant the request in the first sentence or subject line.
- Provide necessary details about the adjustment.
- End with an open invitation for future business.

Requests and Responses

Request messages ask for information, approval, permission, cooperation, or assistance.

- State the major request in the first sentence.
- Make the request clear with additional details.
- End courteously and indicate the action you expect.



Requests and responses (continued)

Response messages provide opportunities to establish goodwill and promote business.

- Answer the request in the first sentence.
- Include additional pertinent information.
- End with a goodwill statement.



Goodwill Messages

Purpose of writing **goodwill** messages is to build a good personal relationship with the reader.

- Motivate recipient to keep up good work.
- To praise employee for good work.
- To thank supplier for special service.
- To recognize long-term support or productive relationship.
- To thank speaker.
- To acknowledge donations.

Differences between good and bad news messages

Good news

- I. Receive favorable responses.
- II. Uses the direct approach.
- III. Good occasions
- IV. Less stress on emotions

Bad news

- I. Receive negative responses.
- II. Mostly Indirect approach
- III. Bad occasions
- IV. Have to take care of reader's emotions.

