

	inquiring about a person/applicant)
II. Explanation	Details to help the reader respond to your request correctly (such as cost, size, color, quantity, catalog number, payment method, deposit, shipment, special instructions, all facts pertaining to order or claim)
	Devices for easy reading and easy answering (such as numbered questions, bulleted lists, use of charts)
	Development of you attitude (such as emphasizing company's/product's/ service's qualities or your faith in the reader instead of anger, threats, sarcasm, or exaggeration)
III. Motivation and Polite Closure	Clear action (what action you want the reader to take and when), easy action (enclosing reply envelope, phone number office hours or other helpful info), appreciation, polite closure to build goodwill

Parts of the  
Positive News  
Message

Example

Main Point
Your request to open work orders for annual services on vehicles B-BUS and T-TRK has been successfully completed.

Explanation

B-BUS has been opened under work order # 13-100 and T-TRK has been opened under work order # 13-101. Please review the attached documentation for accuracy, paying special attention to the vehicle service dates, registration number, and admin number. As of todays date (9-13-2013), B-BUS and T-TRK have been placed in an "in-shop" status, and are currently being serviced by Mechanic Shop employees. The estimated completion date is 9-15-2013; however

**Parts of the  
Positive News Message      Example**

this date may fluctuate dependent on any additional needs of the vehicle. To obtain the current status of the vehicle, please call 1-800-STATS-NOW and enter your vehicle admin number at the prompt. You will be notified via email when the services are complete on each vehicle.

Thank you for your continued patronage of Mechanic Shop, and we hope to continue to assist you in any future service requests.

Closure

**More Examples of Positive Messages**

- It is our pleasure to inform you that we are really looking forward to have this deal with you. Hope to continue our correspondence for the future period.
- The date fixed for our next meeting is Feb 2<sup>nd</sup>. If you are comfortable with this data, then please ask your secretary to confirm the timing to us by tomorrow.
- It was nice to meet you, and to discuss important aspects of the marketing sectors during the business meeting that was held on May 5<sup>th</sup>. I look forward to mark my presence to such meetings again in future.
- We thank you for the services and offers that you have provided to us throughout the duration of business contract.
- We are glad to inform you that the business proposal that you have sent to us on April 28<sup>th</sup> has been appreciated and approved.

**Negative Messages/Letters**

Negative messages include messages where the audience is expected to react in a negative manner. Negative messages consist of bad news. In these messages, the sender's goal is to convey the bad news in a manner that preserves the business relationship. While the sender must deliver bad news, the sender wants to avoid an employee quitting or a customer finding another vendor. These messages might be items such as refusal to provide a refund, cancellation of an event, inability to support an event and more.