Anderson introduced some new concepts that are specific when writing letters and memos that helped me in constructing my drafts. He describes using a “reader-centered ‘you-attitude’” when constructing sentences to appeal to “your readers’ needs, desires, and situation” (Anderson 544). By phrasing sentences in a positive manner, “you reinforce all of the other reader-centered work you perform” (Anderson 544). He guides you through the intricacies of rewriting sentences to complete this objective and avoiding creating negative feelings for the reader.

I also learned to “state your main point up front … unless your readers will react negatively” (Anderson 545) which is counterintuitive to what he has defined for organization in earlier chapters. This works best when you are “refusing a request or communicating (something) that will not please the reader” (Anderson 545). The last new concept stated is that you should sign your letter neatly. This avoids negative feelings because “readers draw inferences about writers based on their hand-writing” (Anderson 550). This seems miniscule, but it makes sense to complete the subliminal communication to your reader that you exhibit professionalism all the way down to the last detail. By using these three concepts, you will produce a professional reader-centered letter.