Performance Review (RPD)

1. Review Job Requirements
2. Provide Feedback
3. Develop A Plan Of Action

Complete The Message (EERP)

1. Evaluate The Content
2. Evaluate The Design And Delivery
3. Revise For Clarity And Conciseness
4. Proofread The Message

Employment Applications (USS)

1. Use A Direct Approach
2. State Reasons Clearly
3. Suggest Alternatives

Aida Plan

1. Action
2. Interest
3. Desire
4. Attention

Negative Performance Review (CF PMO)

1. Confront The Problem
2. Focus On The Problem
3. Plan The Message
4. Maintain Privacy
5. Obtain Commitment

Establish Credibility (FEG TOS SEC)

1. Facts
2. Enthusiasm
3. Good Intention
4. Trust
5. Objectivity
6. Sincerity
7. Sources
8. Expertise
9. Common Ground

Letter Of Recommendations (PR BS)

1. Requested By Individuals
   1. Practice Diplomacy
   2. Recognize Feelings
2. Requested By Business
   1. Be Direct
   2. State Facts

Increasing Desire (SRP)

1. Stress The Main Benefit
2. Refer To Other Benefit
3. Provide Essential Details

Writing Persuasive Messages (DLG PPOA)

1. Direct Approach
   1. Define The Main Idea
   2. Limit The Scope
   3. Group Major Points
2. Indirect Approach
   1. Power Or Expertise
   2. Purpose
   3. Organization Culture
   4. Audience

Strategies For Bad-News Messages (CGMPM)

1. Convey The Message
2. Gain Acceptance
3. Maintain Good Will
4. Promote A Good Corporate Image
5. Minimize Future Correspondence

Motivating Action (ExCUseA)

1. Explain The Next Step
2. Create Urgency
3. Use A Post Script
4. Apply Good Judgment

Consider Cultural Differences

1. Organizational Differences
2. Individual Differences

Audience-Centered Approach (TPR)

1. The You Attitude
2. Positive Wording
3. Respectful Language

Getting Attention (NNS EPC FSS)

1. News Items
2. Numbers And Questions
3. Shared Traits
4. Emotions And Values
5. Product Samples
6. Challenges
7. Features And Benefits
8. Stories And Illustrations
9. Solutions

The Direct Approach (BRP)

1. Bad News
2. Reasons
3. Positive Close

Claims And Adjustment (SRMM)

1. Written Request
   1. State The Problem
   2. Review The Facts
   3. Motivate The Readers
   4. Make Your Request
2. Claim Or Adjustment

Gauge The Audience (GIEO PALO)

1. Demographics
   1. Gender
   2. Income
   3. Education
   4. Other Factors
2. Psychographics (PALO)
   1. Personality
   2. Attitudes
   3. Lifestyles
   4. Other Factors

The Indirect Approach (BR BP)

1. Buffer
2. Reason
3. Bad News
4. Positive Close

Writing Fundraising Message (AS CK)

1. Analyze The Audience
2. Study The Competition
3. Clarify The Benefits
4. Keep The Message Personal.

Begin With A Buffer (SRNN RSAB)

1. Sincere
2. Relevant
3. Not Misleading
4. Neutral
5. Respectful
6. Succinct
7. Assertive
8. Brief

Sales And Fundraising Messages

1. For-Profit Organization
2. For Non-Profit Organization

Provide Reasons That Support The Refusal (CP HIMA)

1. Cover Positive Points
2. Provide Relevant Details
3. Highlight Benefits
4. Minimize Company Policy
5. Avoid Apologizing

The Central Selling Point (SAK)

1. Study The Competition
2. Analyze The Audience
3. Know The Product

State The Message (DUFA)

1. De-Emphasize The Message
2. Use A Conditional Statement
3. Focus On The Positive
4. Avoid Blunt Language

Analyze Your Purpose (CNA)

1. Clear
2. Necessary
3. Appropriate

Close With Confidence (MR BL)

1. Maintain A Positive Tone
2. Remain Confident And Sincere
3. Be Optimistic About Future
4. Limit Future Correspondence

Persuasive Requests (AC)

1. Action Requests
2. Claims And Adjustments

Writing Bad-News Messages (ROEN)

1. Routine News
2. Organizational News
3. Employment Information

Sale Message Strategies (ESR UTS)

1. Emphasizing Selling Points
2. Stressing Benefits
3. Remembering Legal Issues
4. Using Action Terms
5. Talking About Price
6. Supporting Your Claims

Routine Workplace Request (BI)

1. Business Information
2. Invitations And Favors

Requests For Action (GUR)

1. Written Request
   1. Gain Attention
   2. Use Facts, Figures And Benefits
   3. Request Some Specific Action
2. Action

The Status Of Orders

1. Ship Part Of The Order
2. Ship None Of The Order

Strive For High Ethical Standards (PBPA)

1. Provide Information
2. Boost Understanding
3. Promote Free Choice
4. Avoid Manipulation

Claims And Adjustments (CIUP AAND)

1. Things To Employ (CIUP)
   1. Courtesy And Tacts
   2. Indirect Approach
   3. Understanding
   4. Possible Alternatives
2. Things To Avoid (AAND)
   1. Accepting Blame
   2. Accusation
   3. Negative Language
   4. Defamation

Logic And Emotions (POSU)

1. Promote Actions
2. Overcome Resistance
3. Sell Your Point Of View
4. Understand Expectations

Organizational News

1. Products
2. Operations