Sending letters, memos and email (AFRS)

1. Audience
2. Format
3. Readability
4. Strategy

Internal Communication (UIR CRG)

1. Understand the organization’s mission
2. Identify the potential problems
3. React to changes

External Communication

1. Cultivate an impression
2. Respond to crisis
3. Gather information

Improving Readability In Short Messages (VS)

1. Vary length of sentences
2. Short paragraphs

Using Lists And Bullets (SSBHH)

1. Sequence your ideas
2. Simply complex subjects
3. Boost visual impact
4. Highlight key points
5. Help readers skim the text

Headings And Subheadings (CAO)

1. Descriptive headings
2. Informative headings
   1. Connections
   2. Attentions
   3. Organizations

Email readability (SEP)

1. Subject lines
2. Easy to follow messages
3. Personalized messages

Email etiquette (csp)

1. Compose carefully
2. Send brief email
3. Practice courtesy

Practice Courtesy (CCRAPOLIK)

1. Compose offline
2. Clarify time zones
3. Respect cultures
4. Avoid flaming
5. Prioritize email
6. Observe schedule
7. Limit messages
8. Know your audience

Send Brief Email (NCS)

1. Narrow scope
2. Concise sentences
3. Short messages

Compose Carefully

1. Reply with care
2. Understand cc and bcc fields
3. Slow down
4. Reread and edit

Categories Of Messages

1. Routine
2. Good news
3. Good will messages
4. Bad news
5. Persuasive messages
   1. The message
      1. Opening
      2. Body
      3. Close

Routine request

1. Make your request
2. Justify your request
3. Conclude your message

State your request

1. Use a courteous tone
2. Be specific and precise
3. Assume reader compliance
4. Avoid personal introductions
5. Use questions and polite requests

Justify your request

1. Explain the request
2. Offer reader benefits
3. Ask questions

Conclude your message

1. Be specific
2. Provide contact information
3. Promote goodwill

Types of routine request

1. Business orders
2. Information and actions
3. Claims and adjustments
4. References and recommendations

Business orders

1. State your request
2. Clarify the order
3. Provide the shipping information

Action and information

1. State why you are writing
2. Explain the request
3. Ask for specific action

Claims and adjustments

1. State the problem
2. Support your assertions
3. Propose a solution

References and recommendation

1. State the request
2. Provide a resume
3. Say thank you

Routine replies and positive message

1. Important informations
2. Answer questions
3. Provide details
4. Promote goodwill

The direct approach

1. Main idea
2. Relevant details
3. Cardial close

Types of routine replies and positive messages

1. Request for action and information
2. Claims and request for adjustments
3. Recommendations and references
4. Message that promote good will

Action and information

1. Be prompt
2. Be gracious
3. Be thorough

Claims and adjustments

1. The company
2. The customer
3. A third party

References and recommendations

1. Be forthright
2. Be specific
3. Stick to the facts
4. Avoid value judgment

Good will message

1. Congratulations
2. Appreciations
3. Condolences