

# Writing Routine and Positive Messages

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## The Three-Step Process

Planning	Writing	Completing
Analyze Situation	Adapt to the Audience	Revise
Gather Information		Produce
Select Medium	Compose the Message	Proofread
Get Organized		Distribute

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## Routine Requests



State the Request

Support the Request

Close the Message

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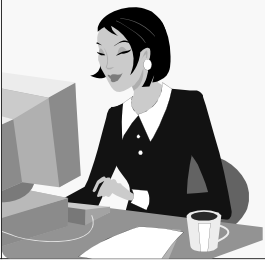
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## State the Request

<p style="text-align: center; border: 1px solid black; padding: 5px;">Use the Right Tone</p> <p style="text-align: center; border: 1px solid black; padding: 5px;">Assume Compliance</p> <p style="text-align: center; border: 1px solid black; padding: 5px;">Be Specific</p>	
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## Support the Request

	<p style="text-align: center; border: 1px solid black; padding: 5px;">Explain the Request</p> <p style="text-align: center; border: 1px solid black; padding: 5px;">Stress Reader Benefits</p> <p style="text-align: center; border: 1px solid black; padding: 5px;">Ask Questions</p>
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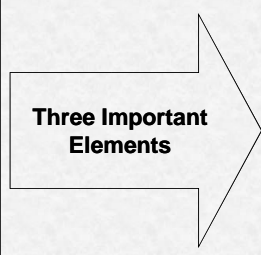
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## Close the Message

	<p style="text-align: center; border: 1px solid black; padding: 5px;">Specific Request</p> <p style="text-align: center; border: 1px solid black; padding: 5px;">Contact Information</p> <p style="text-align: center; border: 1px solid black; padding: 5px;">Appreciation and Goodwill</p>
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## Making Routine Requests

<b>Action and Information</b>	
<b>Recommendations</b>	
<b>Claims and Adjustments</b>	

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## Action and Information

More Shared Background	State the Request	Less Shared Background
Internal Audience	Support the Request	External Audience
Less Formal	Close the Request	More Formal

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## Recommendations

State Your Request	Support Your Request	
Provide Your Résumé	Show Appreciation	Provide Instructions

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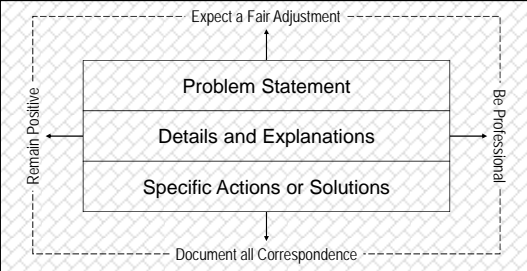
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# Claims and Adjustments



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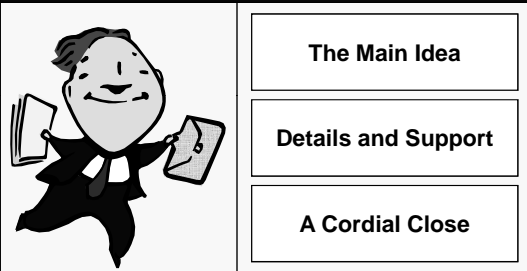
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# Routine Replies and Positive Messages



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# Types of Routine Replies and Positive Messages

Requests for Action and Information	Grants of Claims and Requests for Adjustment
Recommendations	Informative Messages
Good-News Announcements	Goodwill Messages

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## Requests for Action and Information



**Prompt**

**Gracious**

**Thorough**

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## Claims and Requests for Adjustment

Who Is at Fault?

Your Company?

The Customer?

A Third Party?

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## When Your Company Is At Fault

- Acknowledge receipt of claim
- Take personal responsibility
- Sympathize with the customer
- Explain your plan of action
- Repair the relationship
- Follow up with the customer

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## When Others Are at Fault

Customer At Fault	Third Party At Fault
Refuse the Claim	Honor the Claim
Honor the Claim	Honor Claim and Deny Fault
Consider Public Relations	Refer to Third Party

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## Recommendations



**Support Praise  
With Examples**

**Handle Shortcomings  
With Care**

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## Informative Messages

Reminder Notices	Policy Statements
Upcoming Events	Shipping and Returns
New Procedures	Sales Discounts
Workplace Changes	Company Developments

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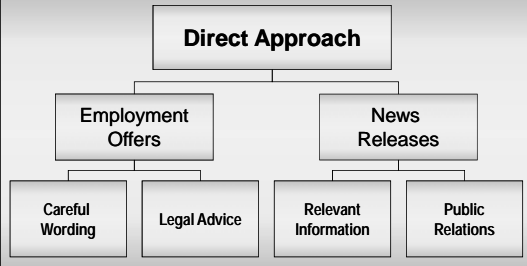
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## Good-News Announcements



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## Effective News Releases



- ✓ Pick Newsworthy Events
- ✓ Focus on One Subject
- ✓ Stress Important Ideas
- ✓ Keep Statements Brief

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## Effective News Releases



- ✓ Minimize Verbal Clutter
- ✓ Focus on Specifics
- ✓ Exercise Restraint
- ✓ Follow Industry Practices

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# Goodwill Messages



**Congratulations**

**Appreciation**

**Condolences**

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