

Contents

Section 1 Understanding Correspondence 1

- 1** **Planning Successful Correspondence 3**
 - Parts of Correspondence 4
 - Getting Started 6
 - Choosing the Best Medium 7
 - Best Practices 8

Section 2 Writing Correspondence 9

- 2** **Creating Real-Time Correspondence 11**
 - Real-Time Correspondence Etiquette 12
 - Instant Messaging at Work 14
 - Anatomy of a Successful Instant Message 15
 - Guidelines for E-Mail 16
 - Basic E-Mail 17
 - Curing “Flame Wars” 18
- 3** **Writing Memos and Faxes 19**
 - Guidelines for Memos 20
 - Basic Memo 21
 - Expanded Memo Format 22
 - Expanded Memo 23
 - Fax Cover Sheet 24

- 4** **Writing Business Letters 25**
 - Top Ten Times to Write a Letter 26
 - Guidelines for Letters 27
 - Basic Letter Format 28
 - Basic Letter 29
 - Expanded Letter Format 30
 - Expanded Letter 31
 - Full-Block, Semiblock, and Simplified Letters 32
 - Forms of Address 34
 - Folding Letters 38
 - Addressing Envelopes 39
 - Standard Abbreviations 40

- 5** **Organizing with Purpose 41**
 - Good and Neutral News (SEA) 42
 - Bad-News Messages (BEBE) 43
 - Persuasive Messages (AIDA) 44

- 6** **Writing Sales Correspondence 45**
 - Targeting the Reader’s Needs 46
 - Making a Claim 46
 - Testing and Supporting a Claim 47
 - Tailoring Support to the Reader 48
 - Addressing Competing Claims 49
 - Winning the Reader’s Trust 50

7 Writing Sales Letters 51

- Guidelines for Sales Letters 52
- Form Sales Letter 53
- Targeted Sales Letter 54
- Sales Letter Following a Contact 55
- Sales Letter Following a Sale 56
- Sales Letter to an Inactive Customer 57
- Checklist for Sales Letters 58

8 Writing Customer-Service Letters 59

- Guidelines for Customer-Service Letters 60
- Invitation 61
- Positive Adjustment 62
- Positive Reply to an Inquiry 63
- Bid Rejection 64
- Claim Denial 65
- Checklist for Customer-Service Letters 66

9 Writing Sales Proposals 67

- Guidelines for Sales Proposals 68
- Unsolicited Sales Proposal 70
- RFP for a Small Project 71
- Sales Proposal Follow-Up E-Mail 72
- Solicited Bid 73
- Checklist for Sales Proposals 74

Section 3**Benchmarking Your Writing with the Seven Traits 75****10 Strengthening Seven Traits of Your Correspondence 77**

- Trait 1:** Strong Ideas 78
- Trait 2:** Logical Organization 81
- Trait 3:** Professional Voice 85
- Trait 4:** Precise Words 89
- Trait 5:** Smooth Sentences 93
- Trait 6:** Correct Copy 97
- Trait 7:** Effective Design 101

Index 105