

A stylized, grayscale city skyline background with various building shapes and heights, rendered in a pixelated or blocky style. The buildings are light gray against a white background.

Writing Routine and Positive Messages

Writing Routine and Positive Messages

- Routine Message?

Routine message

provides information regarding the who, when, what, where, why, and how of daily happenings in the work place.

- Positive Message?

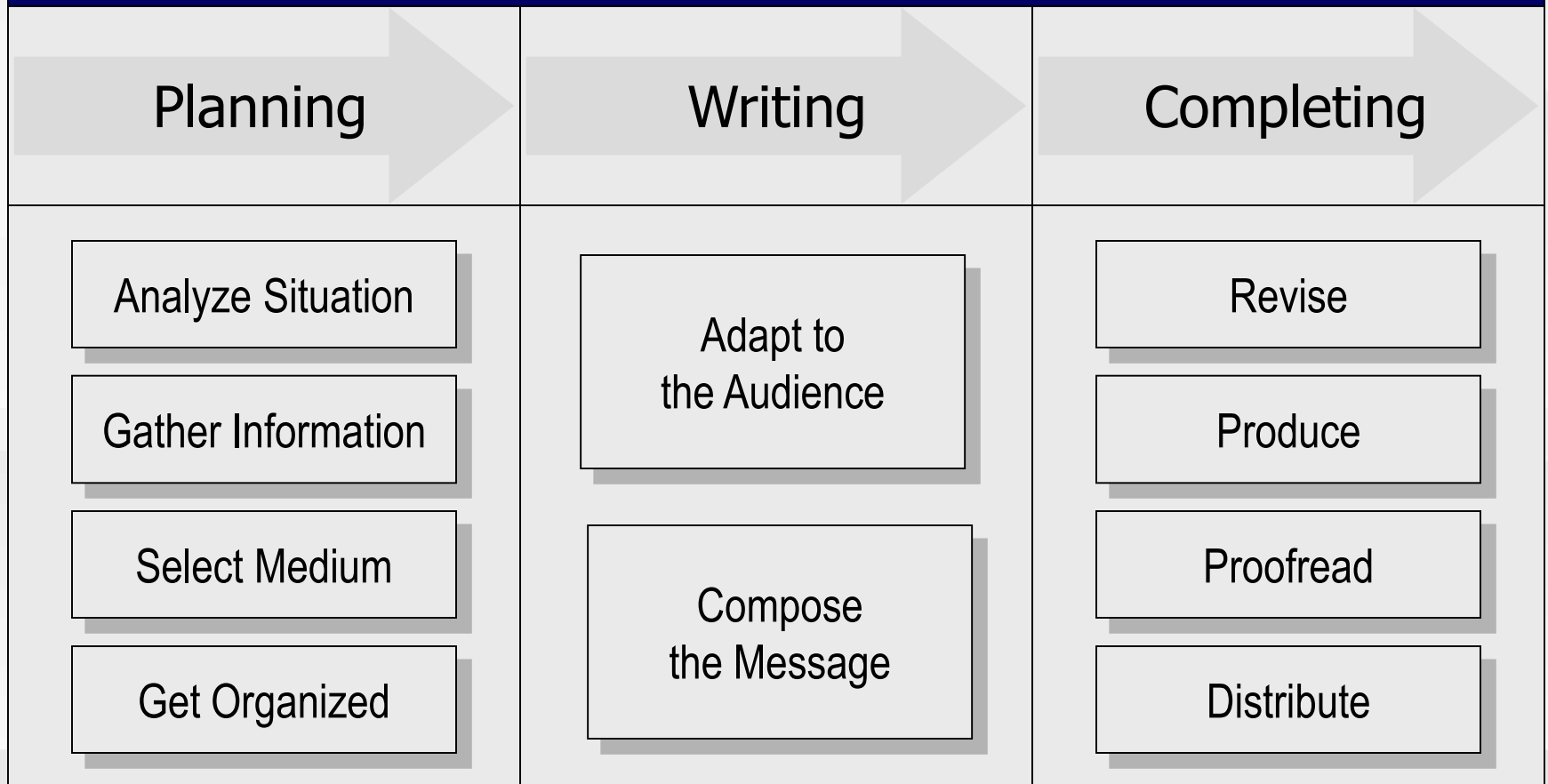
Positive message

type of communication that provides good news, acceptance or congratulations in the work place.

Writing Routine and Positive Messages

1. Three Step Process
2. Strategy for Routine Requests
3. Routine Replies
4. Announcements & News Releases
5. Claims and Adjustments
6. Goodwill Messages

Three-Step Writing Process



Routine Requests



✓ **State Request**

✓ **Support Request**

✓ **Close Message**

State the Request

Use the Right Tone

Assume Audience
Compliance

Use Specific Language



Support the Request

Explain the Request

Stress Reader Benefits

Ask Questions



Close the Message

**Three Important
Elements**



Specific Request

Contact Information

**Appreciation
and Goodwill**

Types of Routine Requests

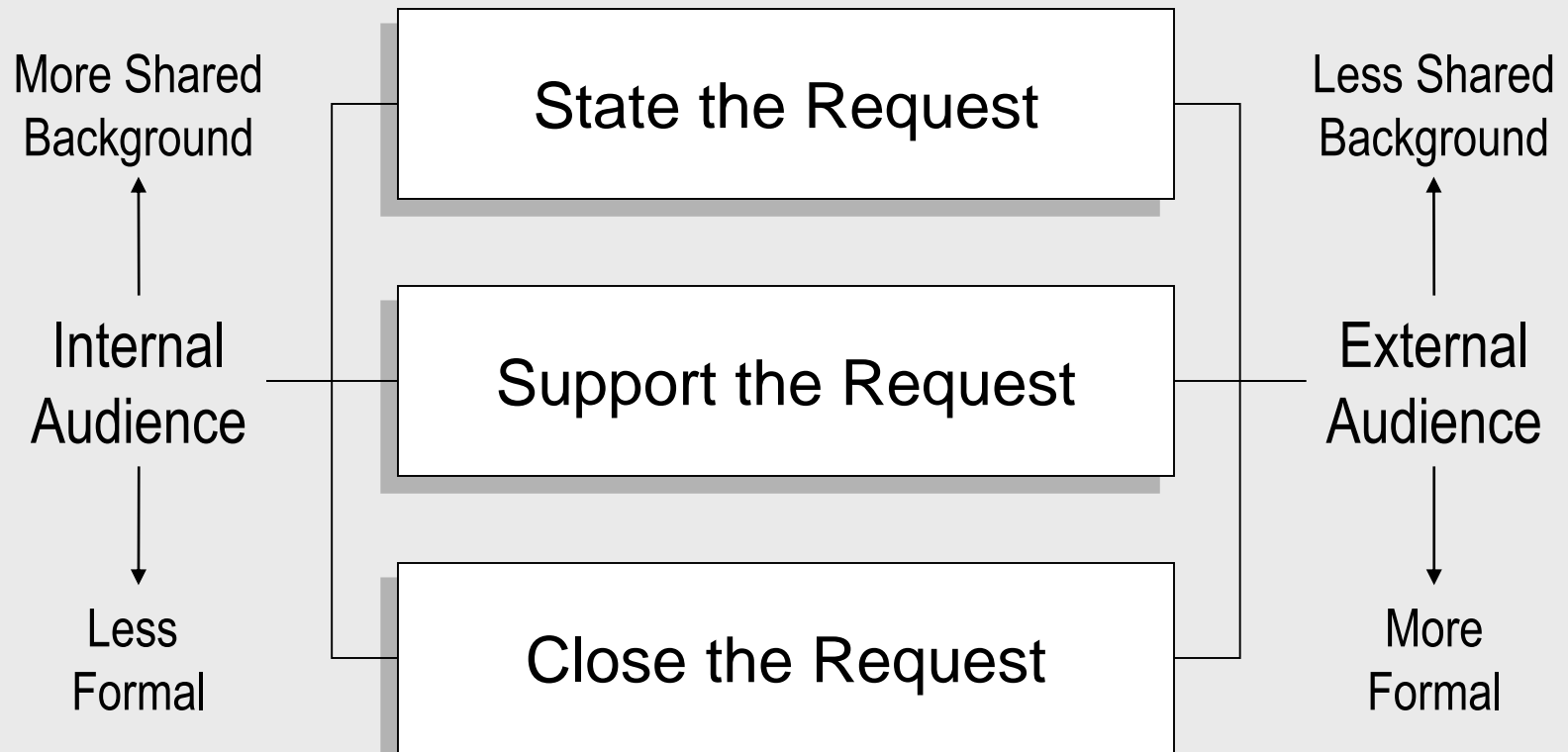
Action and Information

Recommendations

Claims and Adjustments



Action and Information



Recommendations



- ✓ **State the request**
- ✓ **Support the request**
- ✓ **Provide a résumé**
- ✓ **Show appreciation**
- ✓ **Provide instructions**

Routine Replies and Positive Messages



The Main Idea

Details and Support

A Courteous Close

Types of Routine Replies and Positive Messages

- ✓ Requests for information or action
- ✓ Claims and adjustment requests
- ✓ Recommendations
- ✓ Informative messages
- ✓ Good-news announcements
- ✓ Goodwill messages

Check List – Routine Request

Checklist Writing Routine Requests

A. State your request up front.

- Write in a polite, undemanding, personal tone.
- Use the direct approach because your audience will probably respond favorably to your request.
- Be specific and precise in your request.

B. Explain and justify your request.

- Justify the request or explain its importance.

- Explain any potential benefits of responding.
- Ask the most important questions first.
- Break complex requests into individual questions that are limited to only one topic each.

C. Request specific action in a courteous close.

- Make it easy to comply by including appropriate contact information.
- Express your gratitude.
- Clearly state any important deadlines for the request.

Requests for Action and Information



Prompt

Gracious

Thorough

Recommendations

Candidate's Full Name	Position or Objective
Nature of the Relationship	Why You Are Writing
Relevant Facts or Evidence	Comparison and Evaluation

Informative Messages

Reminder Notices

Upcoming Events

New Procedures

Workplace Changes

Policy Statements

Shipping and Returns

Sales Discounts

Company Developments

Check List: Routine Replies & Positive Messages



Checklist

Writing Routine Replies and Positive Messages

A. Start with the main idea.

- Be clear and concise.
- Identify the single most important message before you start writing.

B. Provide necessary details and explanation.

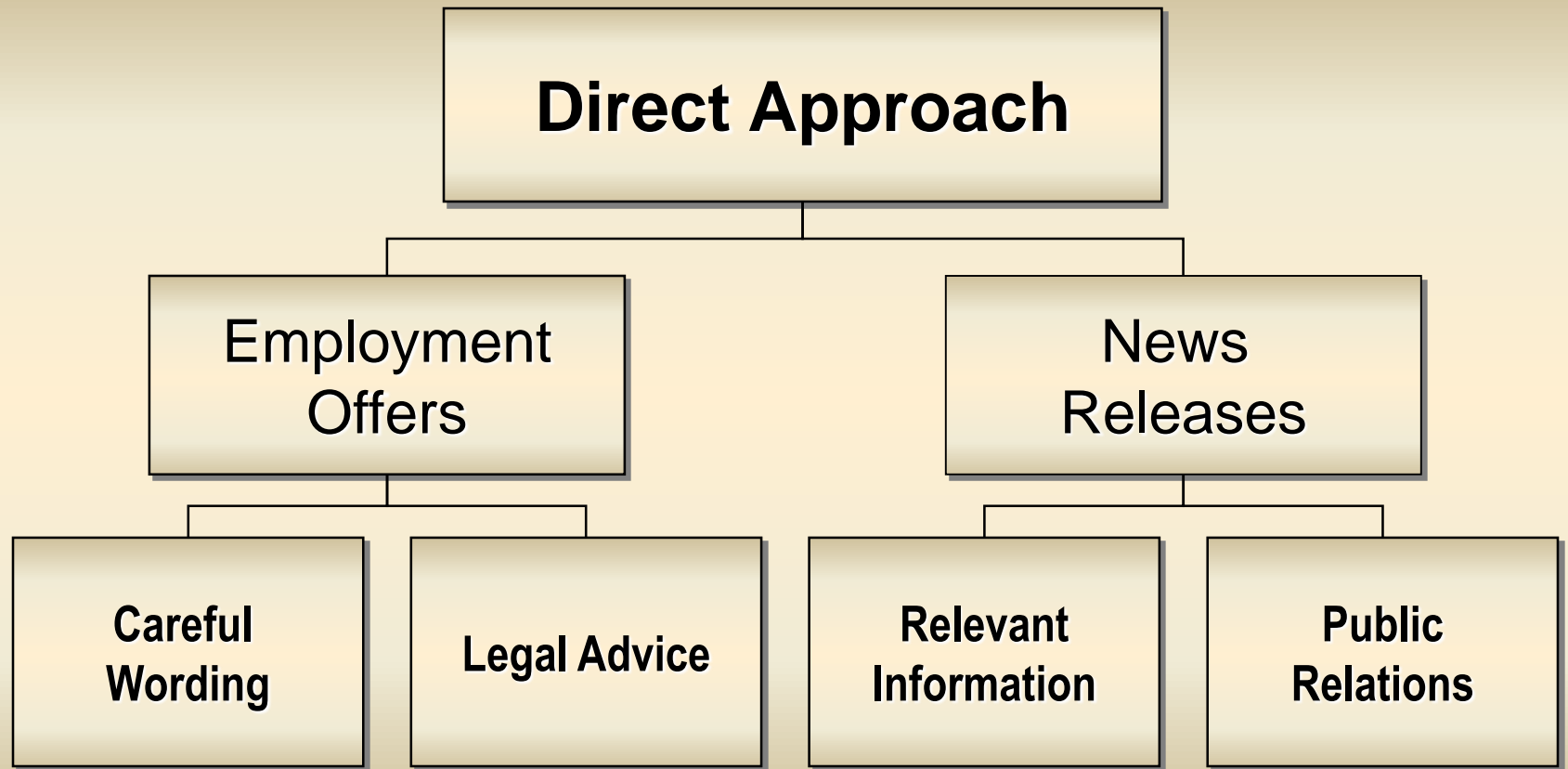
- Explain your point completely to eliminate any confusion or lingering doubts.
- Maintain a supportive tone throughout.

- Embed negative statements in positive contexts or balance them with positive alternatives.
- Talk favorably about the choices the customer has made.

C. End with a courteous close.

- Let your readers know that you have their personal well-being in mind.
- If further action is required, tell readers how to proceed and encourage them to act promptly.

Good-News Announcements



Effective News Releases



✓ Pick Newsworthy Events

✓ Focus on One Subject

✓ Stress Important Ideas

✓ Keep Statements Brief

Effective News Releases



✓ Minimize Verbal Clutter

✓ Focus on Specifics

✓ Exercise Restraint

✓ Follow Industry Practices

Claims and Requests for Adjustment

Who Is at Fault?

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graph TD; A[Who Is at Fault?] --- B[The Company]; A --- C[The Customer]; A --- D[A Third Party];
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**The
Company**

**The
Customer**

**A Third
Party**

Check List: Claims & Adjustments

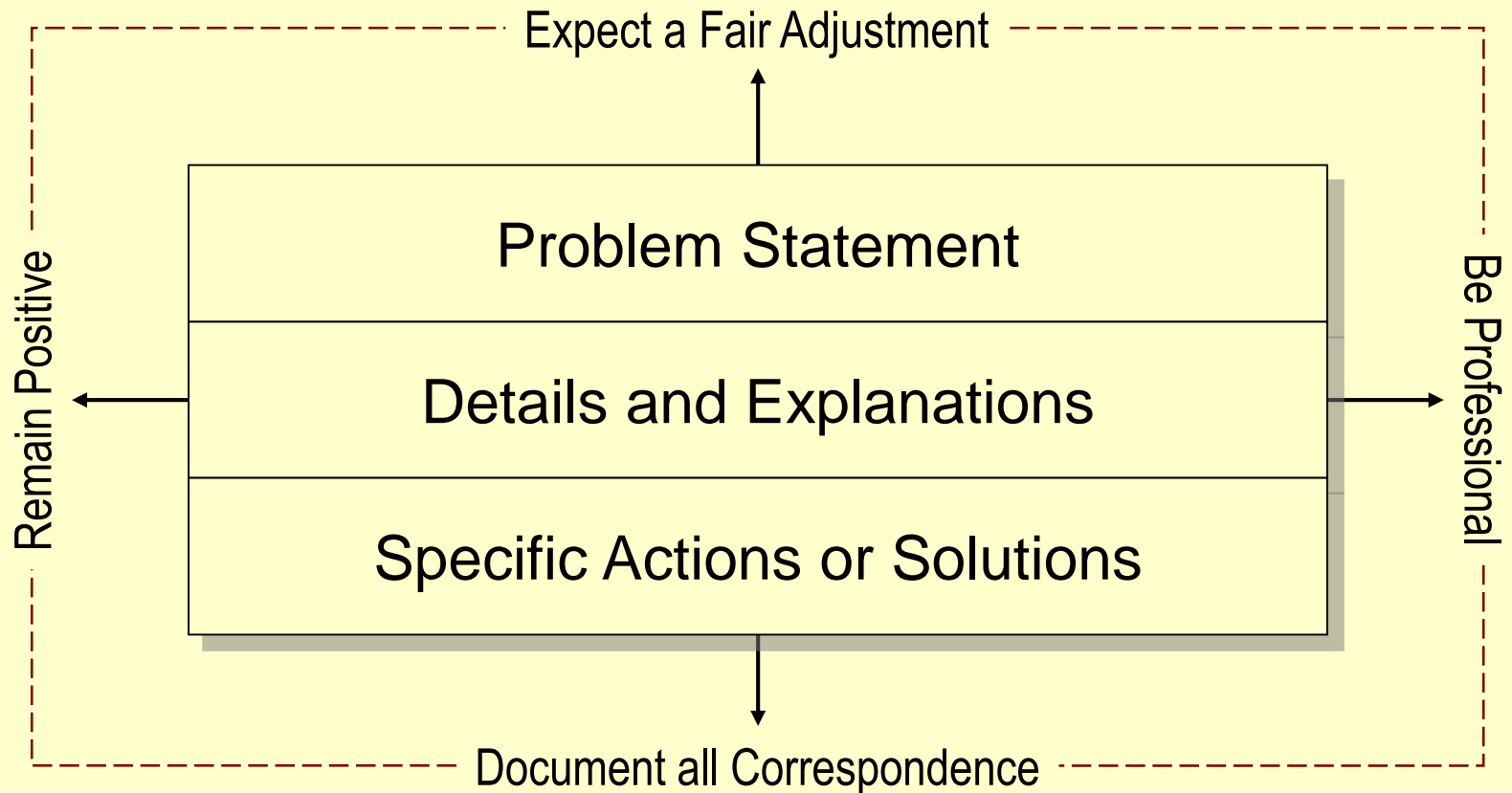


Checklist

Making Claims and Requesting Adjustments

- Maintain a professional tone, even if you're extremely frustrated.
- Open with a straightforward statement of the problem.
- Provide specific details in the body.
- Present facts honestly and clearly.
- Politely summarize the desired action in the closing.
- Clearly state what you expect as a fair settlement or ask the reader to propose a fair adjustment.
- Explain the benefits of complying with the request, such as your continued patronage.

Claims and Adjustments



Check List: Claims and Adjustments



Checklist

Granting Claims and Adjustment Requests

A. Responding when your company is at fault

- Be aware of your company's policies in such cases before you respond.
- For serious situations, refer to the company's crisis management plan.
- Start by acknowledging receipt of the claim or complaint.
- Take or assign personal responsibility for resolving the situation.
- Sympathize with the customer's frustration.
- Explain how you have resolved the situation (or plan to).
- Take steps to repair the customer relationship.
- Verify your response with the customer and keep the lines of communication open.

B. Responding when the customer is at fault

- Weigh the cost of complying with or refusing the request.
- If you choose to comply, open with the good news.
- Use the body of the message to respectfully educate the customer about steps needed to avoid a similar outcome in the future.
- Close with an appreciation for the customer's business.

C. Responding when a third party is at fault

- Evaluate the situation and review your company's policies before responding.
- Avoid placing blame; focus on the solution.
- Regardless of who is responsible for resolving the situation, let the customer know what will happen to resolve the problem.

Fostering Goodwill

Congratulations

Appreciation

Condolences



Check List: Goodwill Messages



Checklist

Sending Goodwill Messages

- Be sincere and honest.
- Don't exaggerate or use vague, grandiose language; support positive statements with specific evidence.
- Use congratulatory messages to build goodwill with clients and colleagues.
- Send messages of appreciation to emphasize how much you value the work of others.
- When sending condolence messages, open with a brief statement of sympathy followed by an expression of how much the deceased person meant to you or your firm (as appropriate); close by offering your best wishes for the future.