

Business Writing With Heart How To Build Great Work Relationships One Message At A Time

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The Magazine of Business -
1921

How to Say it Business Writing
that Works - Adina Gewirtz
2007

A practical manual introduces a simple and effective ten-step program for developing persuasive and successful business writing, explaining

how to determine the proper audience, select the most effective words, create polished prose, and more. Original.

Business Writing with Heart
- Lynn Gaertner-Johnston
2013-11

Write your way into successful, lasting work relationships. Writing is the lifeblood of

career success. This book shows you how to write with heart--to use language and messages that connect with others at work, building relationships that help you achieve your goals. You have coworkers, clients, or customers you rely on to contribute to your success, and you may write to them more often than you talk or meet. Your written words must carry your messages, sometimes in tense and awkward situations. This book shows how to choose words that convey your meaning while developing and sustaining your relationships. If you are a leader, team member, sales or customer service rep, entrepreneur, or any professional who communicates in writing, this book helps you support positive relationships in every message. Whether you write to the assistant in the next office or the partner on the other side of the globe, you can communicate in ways that build trust, respect, and solid connections with others. Find out how to: --Make small

changes in your emails to reinforce relationships rather than weaken them. --Share bad news, constructive feedback, apologies, and reminders in ways that reassure readers and create goodwill. --Say no to requests clearly and firmly without alienating or embarrassing others. -- Respond to angry or tactless messages while preserving your reputation and the relationships that matter. -- Communicate confidently even when the words don't come easily, using the model wording, letters, notes, and emails in this book.

Persuasive Writing - Nick Souter 2007

The proliferation of modern technology like e-mail and text messaging stresses speed over finesse: we depend on abbreviations and shortcuts while overlooking elegant, clear communication. While that's handy for an informal note, what happens when we really have to compose a persuasive business letter, produce an effective report, or present an idea creatively?

When the quality of our words really matters, Persuasive Writing can help. It features a simple, three-step process for mastering the principles of written business communication. First: define the purpose of the message. Second: organize the necessary information. Third: support your opinions with solid proof. The CD-ROM that comes with the book contains additional tools, tips, and tricks so any business professional can develop an effective personal writing style.

The Advertising News - 1917

Library of Law, Banking and Business: Capital, labor, business letter-writing, salesmanship - 1919

Business Writing - Wilma

Davidson 2015-12-08

The Revised and Updated 3rd edition of the clear, practical guide to business writing from a renowned corporate writing coach Since the first edition's publication in 1994, Wilma Davidson's clear, practical guide to business writing has

established itself as an excellent primer for anyone who writes on the job. Now revised and updated to cover e-mail, texts, and the latest social media technology, Business Writing uses examples, charts, cartoons, and anecdotes to illustrate what makes memos, business letters, reports, selling copy, and other types of business writing work.

The Only Business Writing Book You'll Ever Need -

Laura Brown 2019-01-29

A must-have guide for writing at work, with practical applications for getting your point across quickly, coherently, and efficiently. A winning combination of how-to guide and reference work, The Only Business Writing Book You'll Ever Need addresses a wide-ranging spectrum of business communication with its straightforward seven-step method. Designed to save time and boost confidence, these easy-to-follow steps will teach you how to make clear requests, write for your reader, start strong and specific, and fix your mistakes. With a

helpful checklist to keep you on track, you'll learn to promote yourself and your ideas clearly and concisely, whether putting together a persuasive project proposal or dealing with daily email. Laura Brown's supportive, no-nonsense approach to business writing is thoughtfully adapted to the increasingly digital corporate landscape. Complete with insightful sidebars from experts in various fields and easy-to-use resources on style, grammar, and punctuation, this book offers essential tools for success in the rapidly changing world of business communication.

Business Letter-writing -
LaSalle Extension University
(Chicago) 1919

Collaborative Learning and Writing - Kathleen M. Hunzer
2014-01-10

Although most writing instructors know the benefits of collaborative learning and writing in college writing classes, many remain unsure how to implement collaborative techniques successfully in the

classroom. This collection provides a diversity of voices that address the "how tos" of collaborative learning and writing by addressing key concerns about the process. Fresh essays consider the importance of collaborative work and peer review, the best ways to select groups in classes, integration of collaborative learning techniques into electronic environments, whether group learning and writing are appropriate for all writing classes, and ways special populations can benefit from collaborative activities. Despite its challenges, collaborative learning can prove remarkably effective and this study provides the advice to make it work smoothly and successfully.

The Magic of Writing with Heart - Danielle Anderson
2021-11-19

The Caledonian - 1909

What Do You Mean I Can't Write? - John S. Fielden 1984

Business Letter-writing - 1919

Dark Angels On Writing -

Dark Angels 2019-06-13

If you read only one book on business writing, make it this one. Chapters by the twelve partners of the Dark Angels Collective set out a comprehensive approach to writing more effectively for business. For nearly twenty years the Dark Angels programme has been championing the cause of more human, more emotive writing in the business world - because it's this kind of writing that works, in branding, in copywriting, in writing for design, in annual reports, in all genres and all sectors. The Dark Angels approach is to draw on techniques from fiction, poetry and memoir to tell better stories - stories that connect with readers across all commercial media. The results, endorsed here by many of the most respected writers in the field, are gathered in this book as an indispensable source of inspiration and practical

advice. It's the book that sets the new benchmark for professional writers.

[Harness the Business Writing Process](#) - Paul Lima 2014-08-25

Do you find yourself feeling blank when you face the blank page? Do you have a lot to say but don't know where to, or how to, start? Do you suspect your writing tends to go on too long and is not as organized or as focused as it could (or should) be? Have you ever used ASAP in an email message? Do you want to write more effective email messages, letters, proposals or reports? Do you want to write in a more effective and efficient manner? If you answered yes to any of the above questions, [Harness the Business Writing Process](#) is for you. This comprehensive business writing book: introduces you to the writing process, shows you how to eliminate the blank page before you write, shows you how to (and why to) capture attention, maintain interest, and influence attitude - before you ask for action, helps you quickly outline and write short

messages, helps you structure and outline long documents and write them in manageable chunks, helps you define (and start with) your purpose, includes sample e-mails, letters, and other documents, includes a number of editing and proofreading hints and tips.

Love-Based Copywriting

Method - Michele PW (Pariza Wacek) 2015-10-31

The book that started a movement! Do you hate the way sales and marketing copy makes you feel? Sales-y? Inauthentic? Hype-y? Just plain icky? You're not alone ... and there's a reason you feel that way. It's because traditional sales and marketing copy (also known as direct response copy) sells by tapping into fear. But you don't have to use fear - you can sell and market your business using love instead. And when you do that, you stop manipulating and twisting arms to get buyers, and instead start attracting, inspiring and inviting your ideal clients into your business. Ahhh -- doesn't that sound wonderful? In this

book, love-based copywriting and marketing expert Michele PW (Pariza Wacek) teaches you the philosophy and the foundational principles behind selling with love versus fear - the same proven principles she's used to help her clients sell nearly \$50 Million worth of products and services over eight years. Plus, she includes dozens of exercises so you too can easily implement love-based copy into your own business. Whether you're a seasoned entrepreneur or business owner or just starting out, you'll discover valuable tips and strategies around selling and marketing with love. And not only will you feel great about it, so will your ideal clients. "Love-Based Copywriting Method" is a part of the Love-Based Business series, which is an award-winning series that has been featured on numerous media outlets, including CBS and NPR. You may also want to check out "Love-Based Copywriting System," the second book in the Love-Based Business series, which walks

you through step-by-step exactly how to write copy that sells with love. I wish I had Michele's books when I started my first business! The heart, soul and wisdom she shares - along with a deep practical, tactical understanding of how 'Love Based' copywriting really works - is a rare and unique gift that any entrepreneur needs to succeed. Too many of today's marketing tactics feel inauthentic and manipulative. Michele, and her books provide another, much more aligned and authentic way to communicate your message, and your value, in a way that feels GREAT for everyone involved and produces results for you, and your clients. Christine Kloser, award-winning author If you not only want to love your copy and marketing but have your ideal clients love your copy and marketing, Michele's philosophy and system is just what the doctor ordered! Lisa Sasevich, best-selling author of "Boost Your Sales: How to Use Irresistible Offers... Without Being Salesy" As a heart-

centered visionary who cares deeply about the people I'm here to serve, I know that marketing from a place of love is essential. Michele PW is the perfect guide & mentor to allow us all to fully embrace our heart while enrolling people. Amy Ahlers, Wake-Up Call Coach & Bestselling Author What readers are saying about the Love-Based Copy books: Love-Based Copywriting offers an alternative to the kind of fear-based marketing that often feels so icky for both those creating it and those on the receiving end. T.L. Cooper The message is excellent and will be a book I'll recommend to all my clients. Goodreads reader Very impressed with this book. Filled with golden nuggets, it provides an excellent process for doing what the cover says: Writing heart centered copy. Jessi Lohman I work in marketing and most of what I do involves copywriting. This method really helped me lose the generic message and become more specific. The writing exercises are helpful.

Can't wait to read the rest of the series! Goodreads reader Best copy about writing copy I have read. Christopher Sherrod Write Your Heart Out - Rebecca McClanahan 2001 Write Your Heart Out explores how to turn personal experiences, ideas and emotions into stories, essays, poems and memoirs. In a clear, insightful voice, Rebecca McClanahan teaches readers how to mine and shape personal material, urging them to write deeply, honestly and imaginatively about the most important people, events and emotions in their lives. She emphasizes the importance of personal writing as both catharsis and discovery, addressing such topics as:- Writing about the past- Writing about, and from, strong emotions- Writing to communicate with family and friends- Writing about work, goals and interests Moving from the private to the public, the book's structure is formulated to guide readers in writing personal, heartfelt works that can, if so desired, culminate in

publication. Rebecca McClanahan is the author of six books, including Word Painting. Her short stories, essays and poems have appeared in some of the finest literary journals in the country, including the Kenyon Review, the Gettysburg Review, and the Georgia Review, and have been anthologized in Pushcart Prize XVIII and Best American Poetry, 1998. She lives in New York City.

Learn Good Business Writing and Communication (Collection) - Natalie Canavor 2013-08-08

The Truth About the New Rules of Business Writing shows you how to master the art of effective business communication replacing the old standards of jargon, pomposity, and grammar drills with a simple, quick, and conversational writing style. Authors Natalie Canavor and Claire Meirowitz demonstrate how to plan and organize your content, make your point faster, tell your readers what's in it for them, construct winning documents of every

kind--print, electronic, and even blog entries and text messages! The Truth about the New Rules of Business Writing brings together the field's best knowledge and shows exactly how to put it to work. With an "aha" on every page, it presents information in a clear, accessible style that's easy to understand and use. Written in short chapters, it covers the entire field, cuts to the heart of every topic, pulls back the curtain on expert secrets, and pops the bubble of commonly-held assumptions. Simply put, this book delivers easy, painless writing techniques that work. ∫ FranklinCovey Style Guide: For Business and Technical Communication can help any writer produce documents that achieve outstanding results. Created by FranklinCovey, the world-renowned leader in helping organizations enhance individual effectiveness, this edition fully reflects today's online media and global business challenges. The only style guide used in FranklinCovey's own renowned

Writing Advantage™ programs, it covers everything from document design and graphics to sentence style and word choice. This edition includes extensive new coverage of graphics, writing for online media, and international business English. *A New Republic of the Heart* - Terry Patten 2018-03-06
A vision to address our environment, economy, politics, culture, and to catalyze the radical whole-system change we need now
Recasting current problems as emergent opportunities, Terry Patten offers creative responses, practices, and conscious conversations for tackling the profound inner and outer work we must do to build an integral future. In practical and personal terms, he discusses how we can all become active agents of a transformation of human civilization and why that is necessary to our continued survival. Patten's narrative focuses on two aspects of existence--our dynamic but fractured and threatened

world, and our underlying wholeness and unity. Only by honoring both of these realities simultaneously can we make sustainable changes in ourselves, our communities, our body politic, and our planetary life-support system. A New Republic of the Heart provides a comprehensive understanding and inspiring vision for "being the change" in a way that can address the most intractable problems of our time. Patten shows how we can come together in our communities for conversations that matter and describes new communities, enterprises, and forms of dialogue that integrate both inner personal growth work with outer awareness, activism, and service.

Writing Fitness - Jack Swenson 1988

Filled with practical business writing exercises and activities, this workbook covers basic organizational skills, clear and concise writing, spelling, punctuation tips, and much more. The focus is on ways to edit, tone, and clarify business

memos, letters, and reports.

Business Writing Today - Natalie Canavor 2018-05-09

Business Writing Today prepares students to succeed in the business world by giving them the tools they need to write powerfully, no matter the challenge. In her highly-practical text, author Natalie Canavor shares step-by-step guidance and tips for success to help students write more clearly and strategically.

Readers will learn what to say and how to say it in any medium from tweets and emails to proposals and formal reports. Every technique comes with concrete examples and practice opportunities, helping students transfer their writing skills to the workplace. New to This Edition Updated with new examples, success tips, resources, and expanded material on subjects that relate to students' most pressing interests and reflect current directions of professional communication. New and expanded coverage of important topics like networking, storytelling,

creating a positive online presence, and visually-based media. New and updated good and not-so-good writing samples throughout the book show readers where and what to revise. A reorganized and streamlined table of contents is now organized into four major parts, moving from basics into more advanced topics. Nine new "Views From the Field" include advice on networking, building rapport, and creating personal introduction videos. A new chapter on editing includes practical strategies for improving drafts and fixing common writing issues. A greater emphasis on strategic thinking and problem-solving helps students develop their insight into the perspectives of others so they are better able to represent their own interests and contribute more on the job. This edition more closely connects writing skills with oral communication, relationship-building, a strategic online presence, and students' hopes to become valued employees, leaders, and entrepreneurs. A new appendix

includes new writing activities, new assignments, and cheat sheets for students, making this the most applied edition yet.

The Confident Communication

Breakthrough Journal - Doug Davin 2009-04

Record, celebrate, and learn from your business writing and presentation breakthroughs.

Putting The Heart Back Into Business - Andrew Thonton 2022-04-21

Do you feel there should be more to running a business than the focus on profit alone? Do you ever wonder why you work so hard yet still feel that something is missing? In this uniquely honest and groundbreaking book, entrepreneur Andrew Thornton and coach Eudora Pascall propose a better way of being in business - one that enables everyone to truly be themselves, harnesses people's strengths and individuality, and puts people and planet first - whilst trusting that profit will still follow. With the inspiring story of the transformation that took

place in a multicultural North London supermarket as a backdrop, Andrew and Eudora demonstrate the huge impact and positive difference that running a heart-centred business can make on the lives of the people you work with and the world you live in too. Through a wealth of illuminating real-life stories, insightful case studies and a host of practical tips and expert guidance, you'll be empowered to start a journey of self-discovery that will help you: > Understand your purpose in life and business > Become a more authentic, caring leader > Address prejudice, inequality and division > Untie the knots that prevent progress > Approach life and business from an exciting new perspective By discovering how to put the heart into your business you can turn problems into opportunity, build enduring strength and resilience, and take positive action against the huge challenges faced by both businesses and the world alike.

The Business Letter - Carl

Albert Naether 1923

The Gregg Shorthand Magazine - 1916

The Palmer Method of Business Writing - Austin Palmer 2011-06-14

This comprehensive guide will help you master the Palmer Method of writing so you can achieve perfect cursive handwriting. In a series of rapid, plain, unshaded, coarse-pen writing lessons, this guide will enable you to adopt a neat cursive writing style with rhythmic motions. The Palmer Method suggests that writing should be an exercise of the entire arm, not just the wrist and fingers. This assists writers in keeping their words legible, while writing quickly and painlessly. Focused on business writing, rather than the art of calligraphy, no artistic talent is required to master this skill. Complete with the original illustrations and diagrams, this 1901 book provides easy-to-follow instructions for learners of all ages. Austin Palmer developed the Palmer Method

of handwriting in the late 19th century with the aim of simplifying the standardised Spencerian Method of cursive writing. Palmer's method quickly became the most popular handwriting style in America. Read & Co. Books is proud to have republished this new edition of *The Palmer Method of Business Writing*, featuring an introductory biography of the author. Not to be missed by those with a keen interest in the history and development of penmanship. [Business Correspondence](#) - James Hamilton Picken 1926

Business Writing in the Digital Age - Natalie Canavor 2012
"Business Writing for the Digital Age: A Student's Guide can be used as a core or supplementary text for business writing courses and across the Business and Management curriculum as a student aid to better writing. The text instructs business students how to write for the 21st century business environment in the style it demands: clearly, concisely,

powerfully, and with individuality. It also addresses explicitly the digital realm of email, social networking, and social media strategies. The text gives writing teachers a complete structure for teaching business writing that they can adapt to their own preferences. It is also useful for professors who teach general business subjects and recognize a need to help their students write better--a need that is almost universally acknowledged. To serve these dual purposes, the book offers a flexible resource. Its lessons can be taught progressively, drawing on the assignments and discussion questions included. Or, teachers can choose to spend little class time explicitly on writing and instead, assign the book as independent study and evaluate writing progress as a component of regular assigned projects"--

Words that Work - Doug Davin 2009

Jumpstart any business writing task and see it through to its most focused, persuasive, and breakthrough-building end.

The Truth About the New Rules of Business Writing - Natalie

Canavor 2009-12-16

Give yourself a powerful competitive advantage by becoming a better business writer. Better writers get better jobs and more promotions; they persuade people through emails, Web sites, presentations, proposals, resumes, grant proposals, you name it. Businesses know this: that's why they spend \$3 billion a year helping their employees become more effective writers. The Truth About the New Rules of Business Writing shows you how to master the art of effective business communication replacing the old standards of jargon, pomposity, and grammar drills with a simple, quick and conversational writing style. Authors Natalie Canavor and Claire Meirowitz demonstrate how to plan and organize your content; make your point faster; tell your readers what's in it for them; construct winning documents of every kind, print and electronic, even blog entries and text messages!

The Truth about the New Rules of Business Writing brings together the field's best knowledge, and shows exactly how to put it to work. With an "aha" on every page, it presents information in a clear, accessible style that's easy to understand and use. Written in short chapters, it covers the entire field, cuts to the heart of every topic, pulls back the curtain on expert secrets, and pops the bubble of commonly-held assumptions. Simply put, this book delivers easy, painless writing techniques that work.

The Smart Guide to Business Writing -

Model Business Letters, E-mails & Other Business Documents - Shirley Taylor
2004

This book is the ultimate, single-source guide for writing clear, effective business documents. A comprehensive, easy-to-use reference book packed with valuable information, useful techniques, practical tips and guidelines.

Business Writing For

Innovators and Change-Makers - Dawn Henwood

2020-07-24

Business Writing for Innovators and Change-Makers will empower you to build your confidence as a communicator, strengthen your brand, and increase your impact with your customers and clients.

Business Writing for Innovators and Change-Makers is a writing guidebook with street-smarts. It recognizes the unique communication challenges entrepreneurs face and offers clear action steps for tackling them. As an entrepreneur with a pioneering product or service to offer the world, you can't rely on cookie-cutter communication templates to get your meaning across. You need a set of writing strategies that are quick to implement and easy to adapt to a wide variety of communication situations, from emails to pitch decks. Dawn Henwood provides a simple, flexible approach to writing that will open your eyes to the subtle ways written communication can engage and

motivate your target audience. Whether you are just starting your business or scaling up to the next level of success, you'll find Dawn's straightforward teaching just the help you need to make your message heard.

Business Writing for Innovators and Change-Makers will empower you to build your confidence as a communicator, strengthen your brand, and increase your impact with your customers and clients.

Business Writing For Dummies - Natalie Canavor

2017-04-05

Business writing that gets results The ability to write well is a key part of your professional success. From reports and presentations to emails and Facebook posts, whether you're a marketer, customer service rep, or manager, being able to write clearly and for the right audience is critical to moving your business forward. The techniques covered in this new edition of Business Writing For Dummies will arm you with the skills you need to write better business communications that

inform, persuade, and win business. How many pieces of paper land on your desk each day, or emails in your inbox? Your readers—the people you communicate with at work—are no different. So how can you make your communications stand out and get the job done? From crafting a short and sweet email to bidding for a crucial project, *Business Writing For Dummies* gives you everything you need to achieve high-impact business writing. Draft reports, proposals, emails, blog posts, and more. Employ editing techniques to help you craft the perfect messages. Adapt your writing style for digital media. Advance your career with great writing. In today's competitive job market, being able to write well is a skill you can't afford to be without—and *Business Writing For Dummies* makes it easy!

The Best Business Writing

2012 - Dean Starkman

2012-06-19

An anthology Malcolm Gladwell has called "riveting and indispensable," *The Best*

Business Writing is a far-ranging survey of business's dynamic relationship with politics, culture, and life. This year's selections include John Markoff (*New York Times*) on innovations in robot technology and the decline of the factory worker; Evgeny Morozov (*New Republic*) on the questionable value of the popular TED conference series and the idea industry behind it; Paul Kiel (*ProPublica*) on the ripple effects of the ongoing foreclosure crisis; and the infamous op-ed by Greg Smith, published in the *New York Times*, announcing his break with Goldman Sachs over its trading practices and corrupt corporate ethos. Jessica Pressler (*New York*) delves into the personal and professional rivalry between former spouses and fashion competitors Tory and Christopher Burch. Peter Whoriskey (*Washington Post*) exposes the human cost of promoting pharmaceuticals for off-label uses. Charles Duhigg and David Barboza (*New York Times*) investigate Apple's unethical labor practices in

China. Max Abelson (Bloomberg) reports on Wall Street's amusing reaction to the diminishing annual bonus. Mina Kimes (Fortune) recounts the grisly story of a company's illegal testing—and misuse—of a medical device for profit, and Jeff Tietz (Rolling Stone) composes one of the most poignant and comprehensive portraits of the financial crisis's dissolution of the American middle class.

On Writing - Stephen King
2002-06-25

The author shares his insights into the craft of writing and offers a humorous perspective on his own experience as a writer.

Ultimate Guide to Business Writing - Julian Maynard-Smith
2021-03-15

The Ultimate Guide to Business Writing is a comprehensive guide on how to write any kind of business document. Written clearly in an engaging voice, it explains in depth the whole process: from determining objectives to establishing readers' needs, conducting research, outlining, and

designing a template; to writing the first draft; to editing for meaning, accuracy, concision, style and emotional impact; to creating glossaries and indices; to proofreading and working with reviewers. The book also explains how to exploit the psychology of perception and motivation, collaborate effectively with business colleagues, manage documents holistically across an organisation, and deal with the other everyday practicalities of managing knowledge in a corporate environment. Every section of the book is packed with questions to stimulate thinking and generate meaningful answers, and dozens of examples of what works and why. The book's also rich in practical examples drawn from real life, anecdotes, humour, and visual aids. But the advice isn't just practical and anecdotal: it's also rigorously supported by scientific evidence from notable linguists and psychologists such as Steven Pinker, Daniel Goleman and Yellowlees Douglas. And

anyone keen to explore further will benefit from the bibliography and links to videos and other online resources. The book is ideal not just for professional business writers, such as editors, technical writers, copywriters and creative directors; it's also suitable for anyone whose job requires them to write, whether it's something as simple as an email or as complex as a set of policies or a handbook.

Start Your Own Freelance Writing Business - The Staff of Entrepreneur Media, Inc.
2019-07-19

Write Your Own Success Story
Breaking into freelance writing has gotten much easier for word-savvy entrepreneurs like you. But even in the golden age of content creation, you still need to know what it takes to launch and consistently pitch your services so you can grow and scale your freelance writing side hustle into a full-fledged career you really love. **Start Your Own Freelance Writing Business** is an easy-to-understand, introductory, and

nontechnical approach to the world of freelance writing. This book teaches you how to leverage the fast-changing pace of technology to grow a business that gives you the freedom and flexibility you want. You'll learn how to:
Assess your freelancing skillset
Determine the best way to position your business to clients
Research the most profitable freelance writing opportunities
Create a series of pitches that convert to profitable client relationships
Use freelance job sites to build a strong client base
Master the art of time management so you don't miss a single deadline
Market your business in multiple channels to grow and scale your business
You'll also get an inside look at a freelance writing business and related tips and strategies from a multi-six figure online freelance writer. So what are you waiting for? The time is "write" to start today!
[Email Essentials: How to write effective emails and build great relationships one message at a time](#) - Shirley Taylor

2017-02-15

Reading, writing and managing e-mail is taking up an increasing amount of our time. But are we using it right? Just as body language helps you to make an impression in person, what you write and how you write it affects what people think of you and your organisation. Be it a thank you note, a meeting reminder, a proposal or a sales pitch, a well-written message that looks and sounds professional will make it easier for people to want to do business with you. It

will help people feel good about communicating with you and help you achieve the right results. This invaluable guide offers step-by-step pointers that readers can put into practice right away. The highlight of the book is a series of 10 model email templates, covering scenarios like requests for information, conveying bad news, complaints and sales prospecting. These are explained and analysed to show what makes them simple yet effective.