

Effective Messages

Types of messages

- Business letters
- Memos
- Email

Contents

- Explicit purpose statement
- Specific, concretely supported details
- Explicit action statement (sometimes incentive)
- No ambiguity (get a second reader)

Reader considerations

- Consider technical expertise and culture of readers
- Use you-attitude
- Be concise
- Provide accessibility (headings, vertical lists)
- Deliver bad news respectfully
- Use correct and professional format
- Use professional tone