

## Chapter # 06

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# The Process Of Preparing Effective Business Messages

# Overview

- **Five Planning Steps**
  - Identify your purpose
  - Analyze your audience
  - Choose your ideas
  - Collect your data
  - Organize your message
- **Basic Organizational Plans**
  - Direct (Deductive) Approach
  - Indirect (Inductive) Approach
- **Beginnings and Endings**
  - Opening and Closing Paragraphs
- **Composing the message**
  - Drafting/ Revising/ Editing

# Five Planning Steps

- Identify your purpose
- Analyze your audience
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## Identify Your Purpose

- The objective of your message is twofold; *the purpose of your message* and *to create the goodwill*
- Your message can be *informational, persuasive or negotiation*

# Analyze Your Audience

- See your message from receivers point of view
- Be very careful while communicating with foreigners, for they have different culture
- Have some pre-knowledge of the receiver
- Be very specific about the salutation, names, initials, their basic cultural rules
- Try to see the person as a member of a group like a business person or a professional, a new or long time customer etc

# Choose Your Ideas

- With your purpose and receiver in mind, choose your ideas for message
- Ideas depend on the type of message, situation, cultural context
- If you are answering to someone's letter highlight all queries and write them in short form and reply them
- If message is complex do some brain storming and write all ideas
- Then select ideas appropriate for your message

# Collect Your Data

- Collect the data to support your ideas
- Be sure you are aware of your company's policies and procedures if your message requires them
- Be careful about the facts, figures, dates, time, names, titles, addresses etc.
- Check for the precision of your data

# Organize your message

- Before writing your first draft outline your organization of message orally or write it roughly.
- Organization may be direct or indirect



# Basic Organizational Plans

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# Basic Organizational Plans

- The choice of organizational plan depends on your receiver, his/her knowledge of topic and situation, his/her cultural conventions etc.
- Generally for letters & memos there are four basic organizational plans:
  - *Direct-Request*
  - *Good News*
  - *Bad News*
  - *Persuasive-Request*
- All these are flexible guides and not hard & fast rules

## Direct (Deductive) Approach

- Used when audience is receptive
- Begin with main idea or good news
- Include good news and direct request plans
- Three parts:
  - Main idea
  - Explanation
  - Courteous close
- See checklist 6.1 for differences and similarities between the two types

# Indirect (Inductive) Approach

- When resistance to message is expected
- Includes bad news and persuasive messages
- Main idea not presented first
- **Buffer:** a relevant pleasant, neutral or receiver benefit statement
- In this message a buffer is introduced
- See check list 6.1

# Beginnings and Endings

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# Beginnings and Endings

- Two most important positions in a business messages are opening and closing
- As said:

*“First impression is the last impression”*

And

*“We remember best what we read last”*

- Whenever possible put the main idea in beginning and endings

# Opening Paragraphs

- Choose opening appropriate for message purpose and reader
  - Main idea first(request, good news, announcements)
  - Buffer first (refusal or bad news)
  - Attention getting statements first (persuasive)
- Make the opening considerate, courteous, Concise, Clear
- Check for Completeness
- See checklist 6.3

# Closing Paragraphs

- Make action request clear and complete with the Five Ws and the H
  - What and who?
  - How and where?
  - When and why?
- End on a positive courteous thought
  - Include any apologies before last paragraphs(if applicable)
  - Be friendly
  - Show appreciation
  - Occasionally add a personal note
- Keep Last Paragraph Concise and Correct
- See checklist 6.4



# Composing The Message

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# Drafting Your Message

- Your first draft is always raw
- You prepare first draft according to your organizational plan either circular or linear
- Now you have to refine it by revision and proofreading

# Revising Your Message

- Means adding necessary data and deleting unnecessary material
- Make sure points are adequately supported
- Check your organizational support
- Review your language

# Editing and Proof Reading

- Make sure your documents have no mistakes in grammar, spellings, punctuations or word choice
- See for typographical errors
- Read aloud
- Specially for foreign language

Any Questions ?

