



Persuasive Business Writing

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Communications

Dancing 53%

Words 7%



Music 40%

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The meaning of my communication is the response I get back, regardless of my intention



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Rid the world of business clichés

- We trust this is satisfactory, but if you have any queries please do not hesitate to contact me.
- I am writing to inform you
- At your earliest convenience.
- Please find enclosed herewith for your information
- Our above named customer ...
- **Also, watch out for your own clichés!**

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What is my purpose/objective?



Success of
the
organisation

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Who are my readers?

- Preferred pronouns
- Nationality/language
- Their words
- Level of knowledge
- Position in the organisation
- Which organisation?
- Relationship
- Culture
- Time zone
- What are their priorities?

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Persuasive communications

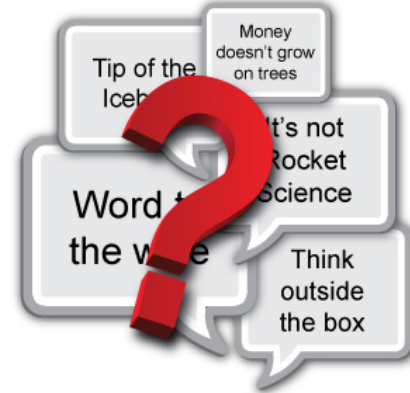
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per·sua·sion
[suadere] the
ing; art of sur
getting what
you want, so
persuasive





**"PEOPLE WILL SIT UP AND
TAKE NOTICE OF YOU IF YOU WILL
SIT UP AND TAKE NOTICE OF WHAT
MAKES THEM SIT UP AND TAKE NOTICE."**

HARRY SELFRIDGE
ADDICTED2SUCCESS.COM

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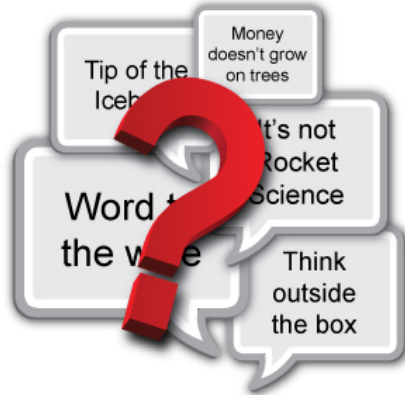
Persuasive communications

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SOLUTIONS
~~PROBLEMS~~

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Turn bad news into good news

We are sorry to announce that the staff cafeteria will be closed for refurbishment and won't open again until 27 January.

We are sorry for any inconvenience this may cause you, but, until then, we will be providing sandwiches.



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Turn bad news into good news

We are delighted to announce that the refurbished staff cafeteria will open on 27 January.

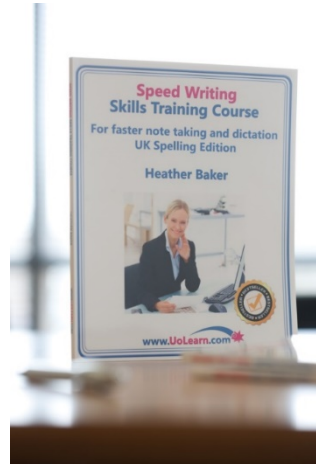
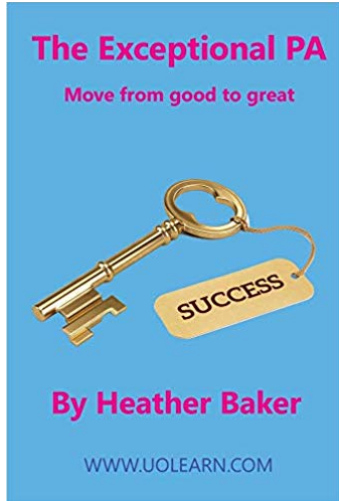
In the meantime, we have arranged for sandwiches to be delivered to our offices



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Heather's books



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Thank you!

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