

Positive, Neutral, and Bad Messages:

- Good News and Neutral Messages:
 - Use a direct approach
 - Begin With Your Objective (its own paragraph)
 - Add supplementary details
 - Close with relevant, forward looking goodwill
 - Ex: Routine Inquiry,
 - Question off the bat, or brief statement to orient the reader followed by the request
 - Details/Other questions: keep them specific. Avoid unnecessary details. List questions, keep them separate. Ask in true question form (does? not I would like to know...)
 - Ex: Providing Favorable Response
 - Respond to most important inquiry in the top line
 - Specific details or more explanation. If there are more questions, make each answer its own paragraph. If there are negatives, put them in secondary positions. More space to good news.
 - Goodwill closing (we hope this is what you're looking for, throw in an "extra")
 - Direct Claim: when something goes wrong between a business and a customer. Can use Either Approach, but direct when request is easy to grant
 - Focus On your objective
 - Avoid accusatory language, just provide necessary information
 - Close with goodwill (I understand mix ups happen)
 - Adjustment Grants: Response to a Direct Claim
 - Needs to overcome negative impressions of company, regain lost confidence
- Bad news messages:
 - Indirect Approach:
 - Explanation before conclusion! Softens the blow
 - Use a strategic buffer: Positive or neutral statement that identifies topic
 - Explain the fairness of action, present the facts that make it necessary, cite an expert opinion
 - Avoid saying you (only first and third person)
 - Link reasoning and action to a reader benefit (for the safety of our customers...)
 - Offer an alternative product or company, offer further sources of information
 - End on a positive note
 - Apologizing can improve or worsen the situation!
 - Can give the impression that we were wrong

- Can have legal implications
 - Can come across as insincere
- Refused Requests
 - Strategic Buffer
 - Present Reasoning: negative news in secondary positions
 - Action
- Indirect Claims:
 - Avoid negative words
- Negative Announcements
 - Buffer
 - Set up the bad news by justifying information
 - Bad news second
 - Focus on next steps of remaining benefits
 - End on a positive note