



## SECOND THAT E-MOTION: HOW TO WRITE DRAMA- FREE E-MAILS

TO: All Employees

FROM: Benefits Office

SUBJECT: Failure to Submit Forms

Just how long does it take to fill out a form?

As you well know, the deadline for physicals to qualify for the new life insurance plan is next Friday. Many of you who have expressed interest in the new plan still have not submitted your forms.

The company has expended considerable time and money on this new plan for YOUR benefit not OURS.

Contrary to what you may think, we do have this deadline for a reason. The new insurance policy must be instituted by the first day of the fiscal year in order to get the promised low rates.

If you do not have the necessary forms completed and in this office by next Friday, you will not qualify for the new life insurance plan.

## **RULES FOR READER-CENTERED, DRAMA-FREE E-MAIL**

- ▶ Use positive words.
- ▶ Focus on what you **can** and **will** do rather than what you can't and won't do.
- ▶ Tell readers what **to** do rather than what not to do.
- ▶ Put the focus on your reader, not on yourself.
- ▶ Convince and persuade with benefit wording.
- ▶ Use the "sandwich" approach for bad news.

### **EXERCISE: POSITIVE WORDING**

DIRECTIONS: Rewrite the following sentences so that they are positive.

1. If this paperwork is not completed and returned by November 1, your services will be terminated.
  
2. It is impossible to measure the swath of destruction caused by your oil spill without the cooperation of your engineers.