

Planning:
Learn what to do
before you write
anything

Hello!

Jenny Morse



Jenny helps professionals develop their confidence and credibility as business writers through her company [Appendance, Inc.](#), which offers corporate seminars and online courses. She was a finalist in the 2020 PitchNoCo competition for her [Better Business Writing Pro](#) course, which won the 2021 Excellence in Communication Consulting award from the Association for Business Communication.

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Free
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Consulting

Helping local
businesses
start, grow and
prosper
through street-
smart business
education and
assistance.



Our Agenda Today

1. One-Minute Introductions
2. Planning: Learn What to Do Before You Write Anything
 - 7 Planning Questions
3. Wrap Up

Introductions

Your name?

What is your business (now or planned)?

Why are you here?

Purpose

1) Why am I writing?

2) What do I want you to do?

Purpose

Why am I writing?

I am writing you because _____

I am emailing you
I just wanted to
I'm following up on
I'm wondering if
I'm hoping that

Purpose

Why do I want **you to do?**

Inform = Let me know if you have any questions/need anything else from me

Persuade = Ask/State the task: Do x. Please do x.
When can you do x by?

Audience

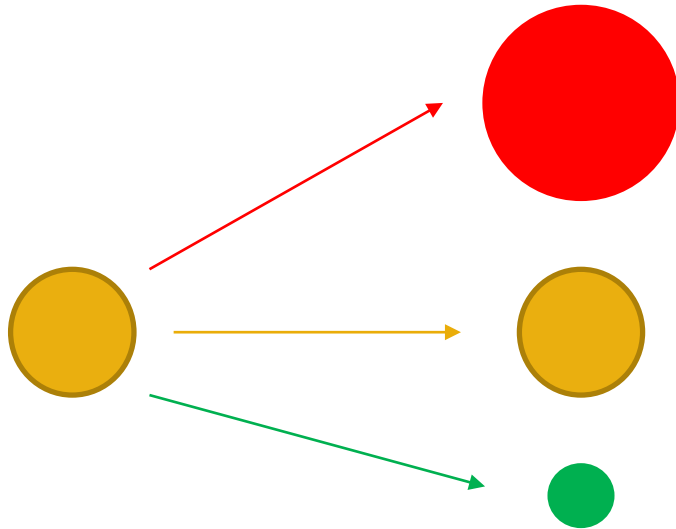
3) What is my relationship to the audience?

4) How long have I known them?

5) What is their face going to look like when I say #1?

Audience

What is my relationship to the audience?



They have more power

Most important value = Establishing my **credibility**

We have the same power

Most important value = Getting them the relevant **info on time**

I have more power

Most important value = Showing them **respect**

Audience

How long have I known them?



Audience

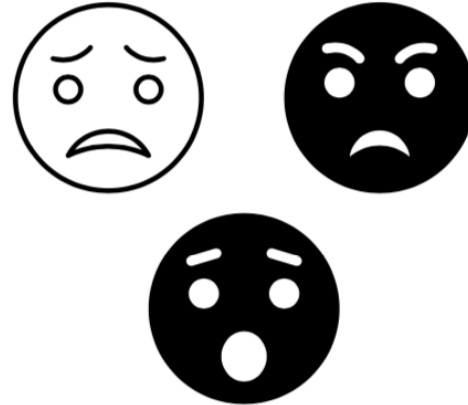
What is their face going to look like when I say #1?



Positive?



Neutral?



Negative?

Channel

6) What is the best way to communicate?

Channel

What is the best way to communicate?

- **Time**
- **Complexity**
- **Response** (How does their face look in #5?)

Organization

7) How do I start?

Organization

How do I start?

- **Direct**

Your order is delayed.

- **Indirect**

Because of the snowstorm, your order is delayed.

Practice

Your paycheck is late

1. Why am I writing?
2. What do I want *you* to do?
3. What is my relationship to the audience?
4. How long have I known the audience?
5. What is the audience's face going to look like when I say #1?
6. What is the best channel to use?
7. How should I start?

Practice

A fellow employee sent information to a client for you because you forgot to do it before going on vacation.

1. Why am I writing?
2. What do I want *you* to do?
3. What is my relationship to the audience?
4. How long have I known the audience?
5. What is the audience's face going to look like when I say #1?
6. What is the best channel to use?
7. How should I start?

Practice

You made a mistake in the shipping address for a customer order.

1. Why am I writing?
2. What do I want *you* to do?
3. What is my relationship to the audience?
4. How long have I known the audience?
5. What is the audience's face going to look like when I say #1?
6. What is the best channel to use?
7. How should I start?

Practice

You want to propose a weekly meeting for your team in order to keep everyone in touch and on track.

1. Why am I writing?
2. What do I want *you* to do?
3. What is my relationship to the audience?
4. How long have I known the audience?
5. What is the audience's face going to look like when I say #1?
6. What is the best channel to use?
7. How should I start?

Practice

Another company wants to bring you on as a consultant for a short -term project.

1. Why am I writing?
2. What do I want *you* to do?
3. What is my relationship to the audience?
4. How long have I known the audience?
5. What is the audience's face going to look like when I say #1?
6. What is the best channel to use?
7. How should I start?

Practice

Choose a message you need to write and work through the plan.

1. Why am I writing?
2. What do I want *you* to do?
3. What is my relationship to the audience?
4. How long have I known the audience?
5. What is the audience's face going to look like when I say #1?
6. What is the best channel to use?
7. How should I start?

Q&A

What questions do you have
following today's class?

Additional Resources

If you want writing tips and resources, sign up for our [mailing list](#).



If you found today's class helpful and want to learn more, sign up for one of my [online courses](#).



*Take a look at [Business Writing Basics](#), which teaches you planning and sentence strategies you should use every time you write anything, and [Better Business Writing](#), which helps you become an efficient and effective writer for your job.

Wrap Up

1. **Additional Questions**– I'll be available to answer questions after class as well
2. **Additional Resources** – Check out [appendance.com](https://www.appendance.com) for online courses I offer through Appendance.
3. **Call to Action** – Download the free [email tip sheet](#).
4. **Evaluations** – You will receive a link to evaluate this class!

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