

# Email Logic + 3



**objective**  
Message quickly and effectively



**attendees**  
Vital for anyone messaging in today's digital environment—from new staff to executives



## outcomes

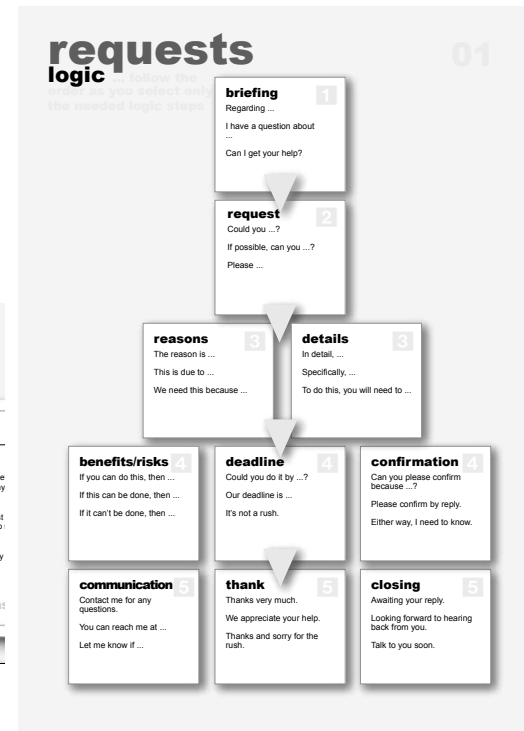
- **5-Second Comprehension** ... be understood in seconds—not minutes—with clear structure!
- **50% Faster Messaging** ... with our step-by-step flowcharts guiding you thru every message type
- **Anger-proof Tone** ... too strong slows cooperation; too soft causes lazy delays
- **Non-Professor Phrasing** ... to sound natural—not like a wordy professor or college student!
- **Same-day Responses** ... from recipients who often do the Ds: delay or delete your messages
- **Impactful Layout** ... so readers catch key points at a glance

## contents

- **7 Email Types** ▶ Requests, Announcements/Updates, Rejections, Problems, Apologies, Goodwill & Persuasion
- **5 Success Factors** ▶ Global Logic, Phrasing, Tone, Layout & Language
- **29 Key Skills** ▶ Main-points first; Short-specific Subject Lines, etc.
- **3 Bonus Applications** ▶ For Messaging, Phone Calls & Face-to-face Interaction



*I can save about 2-3 minutes every email—and people in Hong Kong, New York, London and Shanghai respond much more quickly!*



**requests triple it** ... convert email into messages, discussions & phone calls

**email**

Subject: Johnson Report Request

Nancy,

Regarding the Johnson account report, would you be able to complete it for me? It's great, but later, regarding the Johnson account report ...

If you could complete this for me, it would really help me out. It must be done by Friday 5 p.m. Tokyo time, as she intends to go to the regional manager's desk by Friday 5 p.m. Tokyo time. Please email your confirmation ...

Contact me here at any time if you have any questions. Thanks very much. See you next week.

Regards,  
Jim

**message**

▶ Can you finish up the Johnson Report by Friday 5pm as I'm stuck in NY?

▶ Sure

▶ It's in my bottom left-hand drawer

▶ Got it

**discussion**

▶ Hi Nancy,

▶ Hey Jim. How's New York?

▶ It's great, but later, regarding the Johnson account report ...

▶ Why's that?

▶ Would you be able to complete it for me?

▶ Yes, I can.

▶ Some budget problems have come up and I have to stay in New York until Saturday.

▶ I see.

▶ Everything you need is in the file in my bottom left-hand drawer. It'll take about an hour.

▶ I'm sure I can do it for you.

▶ I would really help me out.

▶ The regional manager needs it by Friday 5 p.m. Tokyo time.

▶ Got it.

▶ Of course, you can contact me here any time on this great new videoconferencing system.

▶ I'm sure I'll be there.

▶ Thanks very much, and I'll see you next week.

▶ Enjoy the rest of your trip.

**from the communication**

▶ complete it for me?

▶ Why's that?

▶ Well, some budget problems have come up and I have to stay in New York until Saturday.

▶ I see.

▶ Everything you need is in the file in my bottom left-hand drawer. It'll take about an hour.

▶ I'm sure I can do it for you.

▶ I would really help me out.

▶ The regional manager's expecting it by Friday 5 p.m. Tokyo time.

▶ You're sure you can do this?

▶ Yes, I can.

▶ Of course, you can contact me here at any time if you have any questions. Thanks very much and I'll see you next week.

▶ Enjoy the rest of your trip.

## sample material

