



Perfect Phrases for Business Letters (Perfect Phrases Series)

By Ken O'Quinn

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Whether it's writing a proposal, motivating employees, or reaching out to customers, the Perfect Phrases series has the tools you need for precise, effective communication. Distilling complex ideas into specific phrases that diplomatically and honestly depict the concepts at hand, this invaluable series provides:

- The best techniques to communicate messages and goals in business letters and proposals
- Tips for bringing out the best in every employee in every business
- Dialogues and scripts to practice interactions with customers or employees? tailorable to any industry or company culture
- Phrases for each step of the sales process

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Editorial Review

From the Back Cover

The Right Phrase for Every Situation...Every Time

To make a powerful impression that gets your message across while commanding respect and attention, you need a well-written business letter. Written correctly, a business letter is a powerful tool in any industry. But who has time to carefully think through everything they write? This book offers a solution.

Perfect Phrases for Business Letters is an essential resource for everyone who writes letters, memos, e-mails, reports and other forms of business communications. With hundreds of proven phrases, tailored to the kind of message you want to convey, this book will help you quickly put together winning business correspondence. Learn how to write:

* General business letters * Memos * Recommendations * Sales letters * Efficient e-mail * Product announcements * Customer service letters * News releases

Whether you are an administrative assistant or a senior executive, *Perfect Phrases for Business Letters* will show you how to get your message across and make your best impression in any situation.

About the Author

Ken O'Quinn is principal of Writing with Clarity. A professional writing coach, he conducts workshops for corporate and global public relations firms.

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