



The Only 250 Letters and Memos Managers Will Ever Need

Ron Tepper

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The Only - 250 - Letters and Memos Managers Will Ever Need Most business people can communicate quite well when speaking to a group or an individual. But when it comes to writing a simple memo or letter—look out. They'll swamp you with needless adverbs and adjectives, create non sequiturs, mix their metaphors, and commit every other sin against the English language. If you're one of those who're guilty of this pervasive trend in business, then here's the book for you. The Only 250 Letters and Memos Managers Will Ever Need shows you how to adopt the right tone, style, and language for virtually any business letter you'll ever need to write. Follow the expert advice in this book and you'll soon see the positive correlation between good writing and increased sales and productivity. It covers everything you need to know to master the art of business letter and memo writing, including:

- Ron Tepper's four-step formula to writing a well-constructed letter or memo
- How to write exactly what you want to say
- How to convey your personality
- How to write conversationally
- When and when not to write handwritten notes
- Plus — hundreds of do's and don'ts on how to write well and sell!
- 3.5" disk which replicates all of the letters and memos

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