

## POWER SALES WRITING



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communications

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# Sue Hershkowitz-Coore, CSP

“Today, communication itself is the problem. We have become the world’s first overcommunicated society. Each year we send more and receive less.” –Al Ries

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### In this issue:

- Are You a Threat to Your Company?
- Is Your Status (or lack thereof) Showing?
- Top 5 Email Gripes Revealed!

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### Are You a Threat to Your Company?

A survey conducted by Harris Interactive® for Fortiva, shows that 68 per cent of U.S. employees who use email at work have sent or received email on their work email account that could place their company at risk. Here is the really frightening part: 92 percent of these employees do not believe they have ever sent a risky email. (Sue’s new guide, *Writing with Influence: 153 Tips to Sell Your Ideas Safe and Smart*, is co-authored by Sue and Patti Eyres, JD. This is a must-read filled with specific how-to’s to stay out of court and not embarrass yourself or the brand you represent.) To read more about the Harris Interactive study, click here: <http://sev.prnewswire.com/computer-electronics/20051115/NYTU03315112005-1.html>

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“For a list of all the ways technology has failed to improve the quality of life, please press 3.”  
–Alice Kahn

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### Is Your Status (or lack thereof) Showing?

Are you using those smiley faces and thinking they add personality to your otherwise bland emails? Do you use fancy words when more conversational words will do? Do you write long, detailed emails or clear, concise, direct messages? It’s possible to guess your “level” within your organization by your answers to these questions.

At Owens Graduate School of Business at Vanderbilt University, an assistant professor of management conducted experiments to determine how corporate employees used email. He was able to break the email users into 3 clear groups: low, middle and high statuses.

The people at the bottom of the status ladder overuse email. He likened their use of email to bringing doughnuts to a meeting! “Low-level” communicators respond immediately to their colleague’s emails with long, thoughtful emails, and often include a motivational thought or a friendly joke. He said they overuse “emoticons” too. (We’ve talked about this in this newsletter many times! Stay away from those cheesy smiley faces. They are not only

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not professional it's akin to laughing at your own cleverness (and afraid that your reader won't get how clever you are if you don't add the little ;-)).

Mid-level communicators use email to try to impress peers and others. They often write long, involved emails, tend to use a lot of jargon to show they are in the know, and (this is the worst of all!) copy everyone! They use email to challenge people, debate and show-off. And, because it's so easy to hide behind email, they get to say what they wouldn't necessarily have the nerve to say in a F2F conversation.

High-status email users (this is where you want to be!) opt for less is more. Because they're busy, they write shorter emails and send email less routinely. High-level communicators tend to favor conversation rather than email.

What do you need to change today to project your best image?

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### **Top 5 Email Gripes Revealed**

A study of 3,000 email users by i.techdynamics, and reported by vnunet.com, found that the 5 top email gripes are:

- Overusing capital letters
- Too many abbreviations
- Blank Subject line
- Being copied on every email
- People being "overfriendly"

To read this research, click here:

<http://www.vnunet.com/vnunet/news/2140520/research-shows-top-five-email>

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### **New Teleseminar:**

#### **Email Etiquette: 15 Email Principles to Boost Your Career Thursday, January 12, 2006**

Start the New Year right! Learn secrets that most people will never know about... discover proven (but little-known) ways to help you convey your thoughts clearly and concisely, "pre-sell" your point or product, and promote your ideas. This is the inside-edge you need to start 2006 with a bang!

For details, please click here: [www.speakersue.com/audioregister.html](http://www.speakersue.com/audioregister.html)

Money Back Guarantee: Put the 15 principles you'll hear on the 60-minute teleseminar to work for you. If you feel that you aren't writing more professionally, more productively or

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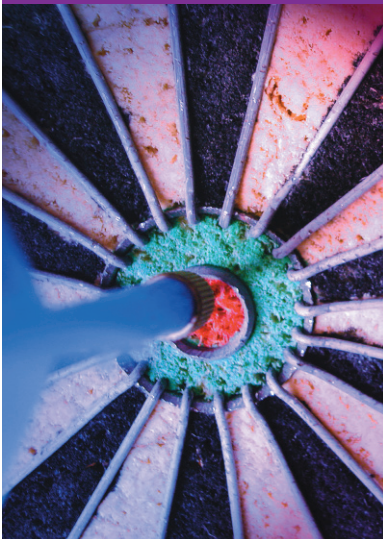
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Final tip: E-mail is about the conversation with another person. Focus on their needs in the conversation to enjoy the greatest success.

Wishing you the very best holiday season — ever!

All the best –

*Sue*

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High Impact Presentations

Scottsdale, AZ

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Author: *Power Sales Writing* (McGraw-Hill, 2003)

Awarded NSA's Presidential Award for Distinguished Service – 2005

Chosen by the 30,000 member Meeting Professionals International as a “Platinum” speaker, 2000-2006

Featured in *Selling Power*, *Entrepreneur*, and quoted in over 35 industry publications

Appointed 2004-2005 Strategic Partnership Chair, National Speaker's Association

Earned the prestigious Certified Speaking Professional (CSP) designation

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I would also appreciate a link or a copy of the article.