

Features of the E-Mail Writing PowerPoint Presentation

The *E-Mail Writing PowerPoint Presentation* contains slides for each important feature of the *E-Mail Writing Manual*, making it easy for you to present right from the page.

Types of Slides

The *E-Mail Writing PowerPoint Presentation* includes slides for the following:

- Introductions
- Explanations
- Examples
- Graphics

For samples of each type of slide, see the following pages and compare them to the material on page 16 of the *E-Mail Writing Manual*.

The table of contents links to all parts of the presentation.


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**E-Mail Writing Course
Table of Contents**

Click on any item below to go to the slide. To return to the table of contents, click the small blue TOC button in the lower left corner of any slide.

TRAIT	STRATEGY
1 Ideas	1 Benchmark with the Traits
2 Organization	2 Effective Subject Lines
3 Voice	3 Develop Strong Claims
4 Words	4 Direct or Indirect (BEA Formula)
5 Sentences	5 Lists
6 Correctness	6 Use Appropriate Formality
7 Design	7 Fresh, Precise Words
Follow-Up	8 Titled, Balanced Sentences
	9 Wordiness and Sentences
	10 Common Errors
	11 Effective Design Choices
	12 E-Mail Policy, Disclaimer, Guidelines

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E-Mail 1

The lower left corner of all other slides has a TOC button that you can click on to return to the table of contents.

Strategy 7:

Use Fresh, Precise Words



Strategy 7:

Use Fresh, Precise Words

How can I select fresh, precise words?

Make sure the nouns that you choose are as specific as possible.

General Nouns	More Specific	Most Specific
employee	Web designer	Donna Shelton
day off	holiday	Thanksgiving
location	boardroom	the Perkins Room

Strategy 7:

Use Fresh, Precise Words

How can I select fresh, precise words?

Also make sure to use vivid verbs that say exactly what you mean.

Bland Verbs	Vivid Verbs
get	purchase
put	apply
say	propose

Strategy 7:

How can I select fresh, precise words?

Vague: It seems like the maintenance people are doing a pretty good job.

PRECISE: The survey shows that customer satisfaction with our Maintenance Department continues to be high: 74 percent Excellent, 18 percent Good, 6 percent Fair, and 2 percent Poor.