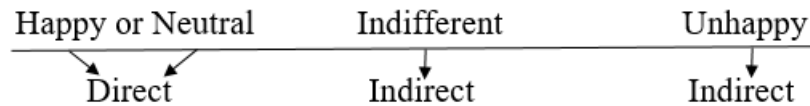


Organization of Business Messages

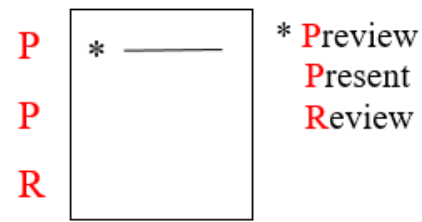
Note: This document should only be used as a reference and should not replace assignment guidelines.

Business messages can be organized in different ways, depending on the expected reaction of the reader. This handout illustrates when to use these three different options.



Happy or Neutral Reaction—Direct

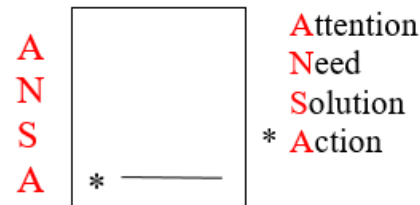
When a positive reaction is expected, as in a ***routine or good-news message***, the main idea of the message should be direct and immediate. This organization is called **Preview, Present, Review** (PPR). The main idea is stated as a preview in the first paragraph, presented in detail throughout the message, and reviewed at the end.



Routine

Indifferent Reaction—Indirect

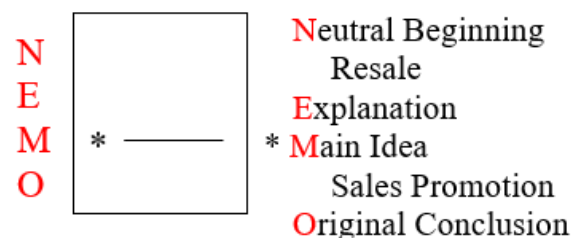
When an indifferent reaction is expected, as in a ***persuasive message***, the main idea should be at the end of the message. This organization is called **Attention, Need, Solution, Action** (ANSA). Attract the reader's attention, establish a need for your request, propose your solution, and request the action from the reader (main idea).



Persuasive

Unhappy Reaction—Indirect

When an unhappy reaction is expected, as in a ***bad news message***, the main idea should be hidden within the message. This organization is called **Neutral Beginning, Explanation, Main Idea, and Original Conclusion** (NEMO). Start neutral and friendly, and then include an explanation with the main idea hidden within. Conclude with an original and forward-looking conclusion to maintain goodwill.



Bad News

*=main idea

Next to WB146F • 801-863-6878

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability status, veteran status, pregnancy, childbirth, or pregnancy information, or other bases protected by applicable law in employment, treatment, admission, or other University benefits or services. The following office has been designated to handle inquiries – 801-863-5704 – 800 W University Pkwy, Orem, 84058, Suite BA 203.



WOODBURY
SCHOOL of BUSINESS