

CHAPTER 8B CONCEPT REVIEW WORKSHEET

Your Name _____

GOODWILL MESSAGES

1. What is the difference between internal and external goodwill messages?

Internal: _____

External: _____

2. What are some characteristics of successful goodwill messages?

a. _____

b. _____

c. _____

d. _____

e. _____

3. What is the most important characteristic of a goodwill message?

4. Should you avoid using humor in goodwill messages? Why or why not?

5. List some typical goodwill messages?

a. _____

b. _____

c. _____

d. _____

6. What are 2 types of invitations and what is the difference?

7. List 3 occasions when an announcement (either formal or informal) could be sent?

a. _____

b. _____

c. _____

8. What information should be included in a sympathy message?

a. first paragraph: _____

b. second paragraph: _____

9. What is the *magic formula* for writing a condolence letter if you knew the deceased personally?

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10. What are the five principles you should emphasize in writing a goodwill message?

- a. Write _____ .
- b. Make the _____ feel _____ .
- c. Keep the message as _____ and _____ as a _____ chat.
- d. Send the message _____ .
- e. Avoid the use of _____ because there is a fine line between _____ and _____ .