



















FOR BUSINESS AND TECHNICAL COMMUNICATION

Tools for Highly Effective Communication™

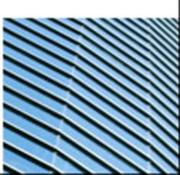
FIFTH EDITION













# Style Guide

FOR BUSINESS AND TECHNICAL COMMUNICATION

# FranklinCovey Style Guide: For Business and Technical Communication

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Semicolons Sentences Signs and Symbols Slashes Spacing **Spelling** Strong Verbs Style Summaries **Tables Tables of Contents** Thinking Strategies **Titles** Tone **Transitions** Underlining Units of Measurement Verbs **Word Problems Word Processing** Wordy Phrases Writing and Revising Model Documents Using Model Documents (Introduction)

Scientific/Technical Style

Response: With Information and Directions
Response: To a Concerned Customer

Response: To a Complaint

Complaint: With a Request for Action
Complaint: With a Tactful Request for Aid

Employment Reference Employment Verification

**Bid Solicitation** 

Letters

Sales: With a Soft Sell



Sales: Template/Mail Merge

**Customer Service** 

#### Memos

Procedure

Request: For Clarification of a Problem Summary: For an Executive Audience Proposal: To an Antagonistic Audience Request: With Informal Instructions Technical: With a Recommendation

Recommendation

Status Report: With an Outcome Orientation

Safety: With a Mild Reprimand

Personnel: With Suggested Procedures

Response: With Instructions
Transmittal: For Attachments

#### Others

Resume: Problem-Solution Format Resume: Performance Format

Resume Cover Letter

Minutes

Job Description

Executive Summary: For a Proposal (Financial Services)

Executive Summary: For a Proposal (Training)

Executive Summary: For an Audit

Marketing Fact Sheet Mission Statement

Procedure: For a Business Process Procedure: For a Technical Process

**Technical Report** 

Web Page: With Informative Content

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