

“Essential reading for the leaders of the future!”

— Marshall Goldsmith, million-selling author of *What Got You Here Won't Get You There*

BUSINESS WRITING

With Heart

How to Build
Great Work Relationships
One Message at a Time

Lynn Gaertner-Johnston

Business Writing With Heart has been named a Silver Finalist for 2014 Benjamin Franklin Awards in Business & Economics and Self-Help by the Independent Book Publishers Association (IBPA).

Relationships are essential to career success. Make sure your writing supports your relationships.

Business Writing With Heart: How to Build Great Work Relationships One Message at a Time will help you achieve your writing goals while developing and sustaining your all-important work relationships. It will help you nurture positive relationships in every message you send.

Buy the paperback book from Syntax Training:
www.syntaxtraining.com
7332 16th Avenue NW
Seattle, WA 98117
206-782-8410

Or buy from Ingram, Amazon, Barnes & Noble, or your bookseller.

ISBN: 978-0-9778679-0-5

List price: \$24.95

Pages: 436; Size: 6" x 9"

Get the e-book version at Amazon or your e-book retailer.

FIND OUT HOW TO:

- Make small changes in your emails to reinforce relationships rather than weaken them.
- Share constructive feedback, bad news, apologies, and reminders in ways that reassure readers and create goodwill.
- Say no to requests firmly and clearly without embarrassing or alienating others.
- Respond to angry or tactless messages while preserving your reputation and the relationships that matter.
- Communicate confidently even when the words don't come easily, using the model wording, letters, notes, and emails in *Business Writing With Heart: How to Build Great Work Relationships One Message at a Time*.

“Lynn clearly communicates the value of fostering professional relationships through candor and generosity and shows how to convey those principles through honest, heartfelt communication.”

Keith Ferrazzi, author of *Never Eat Alone* and *Who's Got Your Back*

“An awesome resource for relationship-building communication . . . an indispensable guide to work communications.”

Portland Book Review

“Lynn Gaertner-Johnston's new book shares all that is good about professional business writing. . . . In this digital age of the angry email or hasty post, it's comforting to know we have a resource to make us think twice. And the tools to fix it when we don't.”

Cathy Miller, Simply Stated Business blog



“Before I read Lynn’s book, I didn’t realize how many opportunities I had in business to write with heart. In my 25-year career, I have seen a greater emphasis placed on completing tasks and getting the work done rather than on those we work with who help us with those achievements. I truly appreciate Lynn’s keen insight and courage to write a business book that puts the focus on the most important work we do, that is, building and maintaining positive relationships. This book paves the way for bringing civility back to the workplace.”

*Susan Dixon, Organization Development and Training Manager,
Metro, Portland, Oregon*

TABLE OF CONTENTS

Introduction

Part One: The Essentials

1. Add Heart to Your Writing One Message at a Time
2. Protect Your Relationships by Avoiding Bad Email Behaviors

Part Two: The Opportunities— Powerful Messages That Often Get Overlooked

3. Write Mighty Thank-Yous
4. Give Positive, Powerful Feedback
5. Send Congratulations to Warm Hearts and Build Relationships
6. Convey Condolences to Connect With Others
7. Personal Introductions: Pave the Way to New Relationships
8. In Your Job Search: Write Messages That Build Relationships and Create Opportunities
9. Send Meaningful Christmas, Chanukah, and New Year’s Greetings

Part Three: The Challenges— Messages That Can Make (or Break) Relationships

10. Write Apologies to Mend Fences and Support Relationships

11. Share Bad News Without Fostering Bad Feelings

12. Say No Clearly and Courageously

13. Disagree With Discretion, Not Destruction

14. Remind People Without Nagging or Whining

15. Deal With Anger (Yours and Theirs) to Preserve Relationships—or End Them Well

16. Share Constructive Feedback to Improve Performance—and Relationships

17. Communicate Around the Globe With Courtesy and Wisdom

Part Four: Take Action

18. Create Your Action Plan for Building Relationships One Message at a Time

For Your Reference

- Recommended Resources: Learn More About Building Relationships
- Ways to Render Names and Titles in Greetings and on Envelopes
- Greetings (Salutations) for Letters, Notes, Emails, and Text Messages
- Complimentary Closes (Sign-Offs) for Letters, Notes, Emails, and Texts



ABOUT THE AUTHOR

Lynn Gaertner-Johnston has helped thousands of employees and managers improve their business writing skills and confidence through her company, Syntax Training. In her corporate training career of more than 20 years, she has led writing classes at more than 100 companies and organizations such as MasterCard, Microsoft, REI, Dorsey, Nintendo, AARP, Pacific Natural Foods, and Kaiser Permanente. Near her Seattle home, Lynn has taught managerial communications in the MBA programs of University of Washington and UW Bothell.

Her influence extends far beyond the corporate classroom. Lynn’s free monthly ezine, *Better Writing at Work*, reaches many thousands of subscribers around the world. Her popular Business Writing blog (www.businesswritingblog.com) attracts over 3 million annual visits from readers on six continents. A recognized expert in business writing etiquette, Lynn has been quoted in *The Wall Street Journal*, *The Atlantic*, *Vanity Fair*, and other media.

Lynn earned her master’s degree in communication at the University of Notre Dame. Her B.A. in English is from Bradley University.

“Business Writing With Heart is a book I will consult often. It’s not meant solely for corporate business people. It’s a book for everyone who seeks new employment, contracts, or business relationships, or is in a job and simply wants to write better. Lynn teaches even the most experienced business communicators how to write with the purpose of building relationships while communicating important messages clearly.

“Business Writing With Heart gets my high recommendation. Bravo, Lynn!”

*Paula A. Diaco, Owner, Sign*A*Rama, South Burlington, Vermont*

