

Modest Coverage of the Bare Communication Essentials – Professional Image

Why Convey Professionalism?

So your message will

- 1) Be taken seriously
- 2) Conform to standards
- 3) Make a good impression



Image
Is
Important!

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Present a message that shows readers you care about them and care about the purpose of the message. **Make sure your message presents a professional image of you.**

Why?

Messages need to

- Earn respect and get business done.
- Follow your organization's protocol, procedures, policies, etc.
- Be a professional reflection of you.

How?

Your messages will convey a professional image when you

- Keep a communication cycle active: reply within one business day.
- Take pride in your writing: it represents you and your company.
- Make sure they comply with company standards: format, signature blocks, and auto-reply.

Example

One message written as an 1) unprofessional email and a 2) professional email.

1) Hi guys

For the lunch meeting 2day remember to bring you own drinks—ha, ha. Not drinks, but you know what I mean. She will be their and she is scary about making sure we all follow the rules for her ^%%# meetings. Calvin

2) Hi, Marketing Team,

Sharon is providing lunch from Corner Bakery for today's meeting, but you will need to bring your own beverage. I will be there early in case you have any questions about the agenda. See you at 12:30.

Calvin Walston, Director of Marketing

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Fuzzy Face Dog Food

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