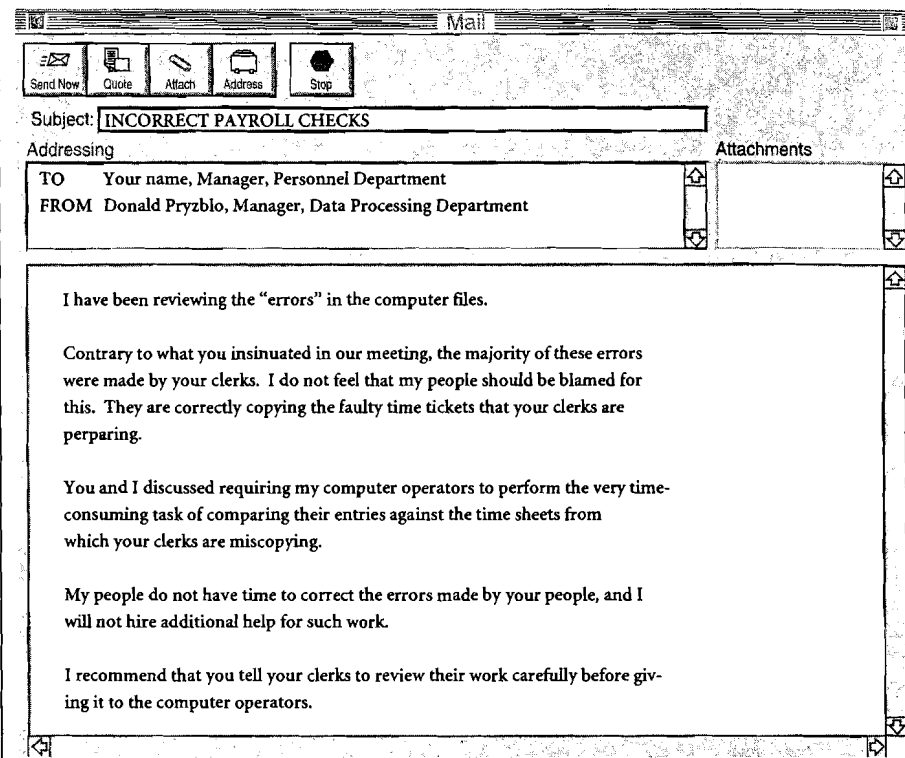


■ FIGURE 1.2
E-mail Message for
Demonstration



feelings and situations, preferences and responsibilities—foremost in mind throughout your work on each communication.

TWO STRATEGIES FOR KEEPING YOUR READERS IN MIND

Unfortunately, when writing you have so many things to do that it can be easy to lose sight of your readers. To prevent this from happening, you can develop a reader-centered writing process, and you can "talk" with your readers. These strategies are explained in the following paragraphs and referred to throughout the rest of the book.

USE A READER-CENTERED WRITING PROCESS

Your writing process is the set of activities you perform when you prepare a message. Although these activities are quite varied, they may be classified into five groups: