



7 writing tips from RHETORICA® – a toolkit of 21 everyday writing techniques

TOP TIP #4: Nail your objective

You need to nail the objective, purpose or goal of your communication.

I use **F.F.A.**: Facts, Feelings, Action. Or what you want your reader to know, feel and do. Let's look at each letter, but in the order of Facts – Action – Feelings.

What Facts do you want your reader to know?

This will vary enormously, depending on what you're writing and who your reader is. The challenge is knowing your reader well enough to judge what they need to know and what they don't. This is about persuading them through reason and logic.

What Action(s) do you want your reader to take?

This is the observable behaviour change you want to see in your reader. Do you want them to:

...add your company to their preferred supplier list?

...renew their subscription?

...drop their legal action against you?

...answer your email?

What do you want your reader to Feel?

Where facts and action are relatively straightforward, feelings are often overlooked, especially in business writing. But we neglect them at our peril. Emotions you might want to evoke in your reader include confidence, trust,



desire, inspiration, anger/outrage, excitement/enthusiasm, motivation, fear, greed, relief/reassurance/comfort, self-value/self-esteem.

Why is the F-word so important?

Because logic and facts make people think, but FEELINGS make them *act*.