
BECOME A TOP CONSULTANT

*How
the Experts
Do It*

Ron Tepper

How To Become A Top Consultant How The Experts Do It

Jack J. Phillips

How To Become A Top Consultant How The Experts Do It:

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writing a simple memo or letter look out They ll swamp you with needless adverbs and adjectives create non sequiturs mix their metaphors and commit every other sin against the English language If you re one of those who re guilty of this pervasive trend in business then here s the book for you The Only 250 Letters and Memos Managers Will Ever Need shows you how to adopt the right tone style and language for virtually any business letter you ll ever need to write Follow the expert advice in this book and you ll soon see the positive correlation between good writing and increased sales and productivity It covers everything you need to know to master the art of business letter and memo writing including Ron Tepper s four step formula to writing a well constructed letter or memo How to write exactly what you want to say How to convey your personality How to write conversationally When and when not to write handwritten notes Plus hundreds of do s and don ts on how to write well and sell 3 5 disk which replicates all of the letters and memos

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