

- REVIEW:** The goal of business writing is to achieve the following:
- Clear Purpose
 - Economical (Stick to the point)
 - Reader-Oriented (Directed at Audience)

The **purpose** and **audience** are two extremely important things to remember when communicating, (whether it be for business or any other reason)

LETTER-WRITING FORMULAS:

There are a variety of formulas that can be followed to help develop ideas within a piece of writing once **purpose** and **audience** have been determined. These include:

1. **A.I.D.A.:** A widely used formula for selling or persuading

Attention – Getting the reader’s eye or ear to focus on your message

Interest – Arousing the reader’s curiosity or interest in what you have to say

Desire – Making the reader want what it is you are selling

Action – Showing or telling the reader what to do

2. **I.D.C.A.:** Similar to A.I.D.A but stresses convincing the audience to believe in something you are selling or persuading

Interest – Getting the reader’s eye or ear to focus on your message

Desire – Creating a need for a product or service

Conviction – Convincing the reader there is a need for the product or service

Action – Showing or telling the reader what to do

3. **O.F.A.C.:** Used to inform the reader of a service or product that you are offering

Occasion – Telling why you are writing to the person

Facts – Provide information needed for action on the reader’s part

Action – Making a request, suggestion, statement, demand or appeal

Closing – Offer additional information or help, mentioning how the reader benefits