

汇丰银行商务写作教程（2）PDF转换可能丢失图片或格式，
建议阅读原文

https://www.100test.com/kao_ti2020/227/2021_2022__E6_B1_87_E4_B8_B0_E9_93_B6_E8_c85_227556.htm 开始写作之前要有个计划，这样在写作的时候才会知道自己要写什么、写作的目的是什么，才能更好的考虑用什么样的写作方式。 Chapter 1 Plan Objectives: By the end of this chapter, you'll be able to plan your writing. You'll do this by deciding:--why you are writing--how you want your reader to respond--what you want your reader to know Why do you plan? What is the value of planning? Think about this... Have you ever sat at your desk not knowing how to begin? Very often, you may find writing difficult because you start writing right away. In other words, you overlook the importance of planning before you write. Unfortunately, "if you fail to plan, you plan to fail." So you need to plan your writing ... and then write according to your plan. If you plan well, your writing is more likely to get the results you want. How can you plan your writing? Effective writers use 3 strategies. WHY are you writing?WHAT do you want the reader to do?WHAT does the reader need to know? These 3 questions provide a good framework for planning. Let ' s look at them one by one. Why are you writing? The business world is full of busy people. They dont want to waste time reading meaningless letters, memos, faxes and e-mails. They dont want to guess why youre writing to them. Thats why its very important for you to state your purpose for writing very clearly at the beginning. Look at the following letter: 20 September 200XMr Robert Roman13/F 151 Gloucester RdWan

ChaiHong KongDear Mr RomanHSBC CREDIT CARD 5411 8001
7633 8766 Thank you for your letter dated 18 September 200X.We
would advise that the card fee would be automatically billed to your
card account annually despite your renewed card is remained
uncollected. However, annual fee can be refunded provided that the
card is uncollected within a certain period and is returned to the
Card Centre for cancellation.Please therefore pick up your renewed
card at your earliest convenience. We are pleased to be of service.
Yours sincerely S TSE Simon Tse Customer Service OfficerCard
Centre Simons letter is not as effective as it could be. Its actually quite
difficult to identify his purpose. You may have had to guess.Simon
probably wanted to do two things:--to ask Mr Roman to collect his
credit card and--to explain how the annual fee for credit cards is
charged. So, you need to identify your purpose for writing. Your
readers need to know why you are writing to them. Therefore, you
should state your purpose for writing very clearly at the beginning.
You can do this by writing a sentence which begins with a set phrase
followed by a verb. For example, I ' m writing to / I would like to
...explain / request... When you use this method to state your
purpose, the verb you choose is very important. Why? Because it
helps your reader understand why you are writing.Here are some of
the verbs you can use: announce, complain, confirm, explain,
inform, notify, propose, request and suggest.转贴于：考试大_商
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