

*“Essential reading for the leaders of the future!”*

— Marshall Goldsmith, million-selling author of *What Got You Here Won't Get You There*

# BUSINESS WRITING

*With Heart*

How to Build  
Great Work Relationships  
One Message at a Time



Lynn Gaertner-Johnston

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## Write your way into successful, lasting work relationships.

Writing is the lifeblood of career success. This book shows you how to write with heart—to use language and messages that connect with others at work, building relationships that help you achieve your goals. If you are a leader, team member, sales or service representative, entrepreneur, or any professional who communicates in writing, *Business Writing With Heart* helps you support your relationships in every message. Whether you write to the assistant in the next office or the partner on the other side of the globe, you can communicate in ways that build trust, respect, and solid connections with others.

Find out how to:

- ▶ Make small changes in your emails to reinforce relationships rather than weaken them.
- ▶ Share bad news in ways that create goodwill.
- ▶ Say no clearly without alienating or embarrassing others.
- ▶ Respond to angry or tactless messages while preserving your reputation and the relationships that matter.
- ▶ Communicate confidently even when the words don't come easily, using the model wording, letters, notes, and emails in this book.

"Lynn clearly communicates the value of fostering professional relationships through candor and generosity and shows how to convey those principles through honest, heartfelt communication. Her concise, engaging style will help any reader become a more sincere and thoughtful writer."

— Keith Ferrazzi, author of the #1 *New York Times* Bestseller *Never Eat Alone* and *Who's Got Your Back*



"Lynn shares her knowledge with grace and insight, putting the focus on the most important work we do: building and maintaining positive relationships."

— Susan Dixon, Organization Development and Training Manager, Oregon Metro



Lynn Gaertner-Johnston has helped managers and employees write better at more than a hundred organizations, from the Fortune 500 to nonprofits, universities, and government agencies. A recognized expert in business writing etiquette, she has been quoted in *The Wall Street Journal*, *The Atlantic*, and other major media.

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