

**By: Nehemias Brown Meza**

### **3.3 Eliminating Negative Words and Words with Negative Connotations**

1. You will lose customer goodwill if you are slow in handling returns and issuing refunds.
  - You need to handle returns and issue refunds to keep customers goodwill.
2. Do not put any paper in this box that is not recyclable.
  - Only put recyclable paper in this box.
3. When you write a report, do not make claims that you cannot support with evidence.
  - When writing a report, make claims that you can support with evidence.
4. Don't drop in without an appointment. Your counselor or case worker may be unavailable.
  - Schedule an appointment. Your counselor or case worker may be unavailable.
5. I am anxious to discuss my qualifications in an interview.
  - I look forward to discuss my qualifications in an interview.

### **3.4 Focusing on the Positive**

Many different revisions are possible.

1. Scholarship applications that arrive December 1 or later cannot be processed.
  - Scholarship applications have to arrive before December 1 to be processed.
2. You cannot use flextime unless you have the consent of your supervisor.
  - You can used flextime with the supervisor's consent.
3. As a first-year employee, you are not eligible for dental insurance.
  - Dental insurance is available for employees who have worked more than a year.
4. I will be out of the country October 25 to November 10 and will not be able to meet with you then.
  - I will be out of the country from October 25 to November 10 and I will be able to meet with you when I get back.
5. You will not get your first magazine for at least four weeks.

- After four weeks you will receive your first magazine.

### ***3.5 Identifying Hidden Negatives***

Many different revisions are possible.

1. The seminar will help you become a better manager. (Could be read to imply that the reader is not a good manager.)
  - The seminar will help managers become better.
2. Thank you for the confidence you have shown in us by ordering one of our products. It will be shipped to you soon.
  - The product you ordered will be shipped soon.
3. This publication is designed to explain how your company can start a recycling program.
  - This publication is designed to wxplain how companies can start a recycling program.
4. I hope you find the information in this brochure beneficial to you and a valuable reference as you plan your move.
  - You will find information in this brochure beneficial as you plan your move.
5. In thinking about your role in our group, I remember two occasions where you contributed something.
  - You provided contribution to our group.
6. [In job letter] This job in customer service is so good for me; I am so ready to take on responsibility.
  - Given my experience in customer service and the responsibility that came with it, I am ready to take on this job.