

# On the Job **WRITING**



## BASIC EDITION

### Lesson 18

*In this lesson, you will learn about:*

- External and internal good will messages
- The 5 S's
- Endings for good will messages

## GOOD WILL WRITING

Nate Long, an EMT, works for the fire department of a large community in Texas. Being able to help people is his calling, he believes, and he's set to continue his training. Emergency service is a family tradition, with both his mom and dad being firefighters.

Nate is single and his unit took all precautions during the COVID-19 pandemic in the spring and summer of 2020. However, he knows many first responders with young families who put their own and their family's safety at risk as they went into homes of infected people to transport them to the hospital.

Nate is not a writer. In fact, he has no background in writing. But he decides that, even though he was out on the front lines with the rest of the fire station staff during the pandemic, he wants to write some special first responders to let them know how much he respects them.

Even though months have passed, he's still thinking about writing, but every time he tries to get started, he asks himself. *"How do I begin a note like that?"* *"I know what I want to say when I talk face-to-face with them, but how do I put that in written words?"*



## DEFINE IT! Personalize

To identify specifically or name individually, as when using a person's first name in a document.

## EXPRESSING GOOD WILL THROUGH WORDS

Some of the most important words you will ever write are those that help you build relationships. This is called “good will writing” and its sole purpose is to express appreciation, acknowledge success and build relationships.

### Internal Good Will Writing

Good will messages make people feel happy, upbeat, motivated and enthusiastic. Expressing good will is extremely important within a company because it creates friendliness, acknowledges success, encourages loyalty and builds relationships. Internal good will messages include:

- *Thank you emails to coworkers who help on a project or pitch in when you are busy*
- *Congratulations to a worker on a marriage, new baby or new home*
- *Happy birthday messages that show you remembered*
- *Response to a public announcement of a colleague’s assistance with a charity*
- *Acknowledgment of a coworker’s win of a 5K run.*
- *Best wishes to a coworker on his children’s graduation*
- *Saying farewell to a colleague who is retiring*

Simple, personal opportunities to express good will show up frequently in workplaces. One such example is when a person sends a text or email to a coworker after learning that the coworker’s son made the winning touchdown at last Friday’s night game. This form of writing won’t take long, and it will pay off in a stronger work relationship.

### External Good Will Writing

Large companies spend millions of dollars each year to create good will through written messages. Often, the messages are directed to an external audience, such as the general public and clients or prospective clients. This audience is reached through letters, status reports, social media, press releases, websites, podcasts, blogs and other sources.

One frequently unrecognized form of good will is expressed in company slogans that have become broadly recognized. Are you familiar with any of these well-known good will slogans from the past?

All State – You’re in good hands

Avis – We try harder

Burger King – Have it your way

Disneyland – The happiest place on earth

General Electric – We bring good things to life

UPS – What can brown do for you?

### DID YOU KNOW



Companies spend 10% or more of their budgets each year on marketing and public relations to sell their products and get their good will messages across.



CRITICAL  
THINKING

**Name five occasions, other than those shown in the list above, that would offer an opportunity to send a good will message to a coworker.**

## THE FIVE S's

You will have many opportunities on the job to express warm feelings of good will. You can simplify your good will writing by applying the five S's shown below.

- 1. Be Specific.** Personalize the message by mentioning something related to the reader.
- 2. Be Selfless.** Make the message about the reader, not yourself.
- 3. Be Sincere.** Show your genuine, good feelings.
- 4. Be Spontaneous.** Keep the message cheerful and enthusiastic.
- 5. Be Short.** Use a few words that deliver a sincere message.

## GOOD WILL ENDINGS

Whether you write to one person or a group of people, how you end your message plays an important role in the way the reader reacts to your words. The ending should show that the message was written especially for the reader. Using the reader's name in the last sentence or two is one effective way to show personalization.

- When writing to an individual, close with words that point specifically to that person.
- When writing to a group, use words that relate just to that group.

Imagine that you work for a small print shop and you learn that one of your customers, a local ice cream shop, has received "Best of the Town" recognition for serving the "best ice cream in our area." This is an excellent opportunity for you to create good will. By sending a handwritten note, email or text message of congratulations to the owner or manager, you will inspire warm feelings toward yourself and your firm.

*Good morning, David, I've always said to my friends that David's Ice Cream Parlor serves the best ice cream in town, and I am pleased to know that the community agrees with me! Congratulations on being named "Best of the Town." This is wonderful recognition, David, of your success as an entrepreneur. Best wishes for this well-deserved honor. Harry Greenfield, Greenfield Printers.*

## TECHNOLOGY CONNECTION



Email that allows you to insert individual names from a group list provide an opportunity to personalize a good will message going to several people. Schools, for example, often send a letter welcoming incoming students. The letter may go to hundreds, even thousands, of individuals, but each person's name is inserted at an appropriate spot.

## LESSON 18 ACTIVITY



**As departing president of the local professional association for your industry, you plan to write a good will note to the incoming president, Susan Charles. What will you say?**