

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

GIVING YOUR BUSINESS LETTERS A 'KICK-BUTT' CLOSE

By Doug C. Grant

GIVING YOUR BUSINESS LETTERS A 'KICK-BUTT' CLOSE by Doug C. Grant

So you write this terrific Imcom. (An Imcom is any important business communication such as a letter, memo, proposal or report.)

It sings. It sells. And it flops!

What happened? You dribbled away your close. You whispered instead of shouting. You hung nice instead of tough. It never pays.

So, today, let's learn how to 'kick-butt' when you close an Imcom to your boss or anyone else up the command chain.

WHAT ACTION DO YOU WANT YOUR TARGET TO TAKE?

Forgive me. This seems almost too elementary to mention. But I'm convinced that 90% of the people who write an Imcom don't give this question much serious thought.

It's a question you should ask yourself before writing the first word of your Imcom. What EXACTLY do you want the target to do? Call you? Bounce your idea further up the command chain? Give you the go-ahead on a project?

Don't assume the target will know what you want. I learned this years ago when writing sales copy. I would tell the prospect to fill out the reply card or order form. I would tell him to use the postage-free reply envelope. But so help me, if I didn't mention putting the envelope in the

GIVING YOUR BUSINESS LETTERS A 'KICK-BUTT' CLOSE

mail...response dropped.

The only thing I can figure is that we are not routine thinkers. So you have to be the target's routine thinker if you want a timely response.

BE DIRECT, BE FORCEFUL AND SUGGEST URGENCY

Most people don't close effectively because they're afraid of offending someone. Trust me. This is not a problem.

Let's say you are writing a proposal for your boss to get

approval for a new research program. You've gone through all the why's and where's. It's time for a kick-butt close.

Obviously, the action you want is a go-ahead approval and you want it NOW! You don't want your fantastic idea sitting in someone's 'Whenever' box for five months.

Still, the target is your boss so you want to be a little tactful. Here is how you might write your close:

"By starting immediately on this project, I estimate we can have positive results to show the Executive Board at their next meeting in June. I have an open schedule tomorrow afternoon and could meet with you to discuss details. If you are available, have Alice call me about a time that would be convenient for you."

Notice how cleverly you have constructed your close. You have inserted a note of urgency without being demanding. You have also lifted the burden of response from the target and placed it on someone else. This could be a secretary or assistant.

The easier you make it for a target to respond, the quicker you'll get that reply.

You could also take the necessity of responding completely off the target's shoulder by volunteering to do the follow-up.

"I'll call you tomorrow morning, after you've had an opportunity to read through my proposal. We can then set up

a time to discuss details."

Notice that you haven't even suggested that your proposal might not be accepted. From a psychological standpoint, this makes the refusal, if there is one, more difficult. Overcoming a positive with a negative generally takes extra effort.

Writing a close for Imcoms going to associates or subordinates, requires a bit different approach. I'll cover that type of close in future Imcom coaching articles.

Just remember, no matter who you are talking to, spell out exactly what action you want taken. And try to insert a note of urgency. Faint heart never won a fair response. (Or, something like that.)

Doug C. Grant, Dean of Distinctive Business Writing, is the author of 'HOW TO MOVE FROM CUBICLE TO CORNER OFFICE WITH THE SECRETS OF POWER WRITING'. A FREE preview of the book plus details on receiving a FREE Blue Pencil Edit for one of your own imcoms is available by e-mailing: <mailto:edit@newbieclub.com>

Martial Arts Speed Kicking

By Joe Driscoll

If I was to ask you what was the most important kick in the Martial Arts, what would you say? If you're a fan of flashy kicks or extreme Karate, you'd probably tell me some flashy spin or jump kick.

But the fact is the most important kick you'll ever have for fighting in the Martial Arts is the lead leg kick. Depending on your style or stance, the lead leg is always the closest leg to your opponent. From a side stance, or point sparring stance, it would be the lead leg side kick. From a Muay Thai or kickboxing stance, it would be the lead leg front kick.

Before you say that's a simple kick and anyone can do it, let's go over a few things.

It's much more the timing, speed and ability to throw this kick from any position on the floor or ring than it is anything else. A great lead leg front kick will allow you to beat superior opponents.

Why does this kick need to be one of the best in your repertoire?

1. It's the closest limb to your opponent and therefore can get from point A to point B faster than any other technique
2. It's a defensive kick that can be used to stifle your opponents techniques
3. It's an offensive weapon use to beat down your opponent to open up prime striking opportunities

GIVING YOUR BUSINESS LETTERS A 'KICK-BUTT' CLOSE

later in the fight

Developing the Lead Leg Kick

Whether your lead leg kick is the Side Kick or the Front Kick, rebounds are an excellent way to develop the speed, power and timing needed for this kick.

To do Rebounds, you must use a hanging heavy bag. Stand close enough to the bag to throw a lead leg kick, drop your foot to the ground and spring off the floor into another kick. Start slowly in sets of 2 repetitions, but you can move to as many repetitions as you feel comfortable with.

The closer you stand to the heavy bag, the more resistance you'll be faced with, and therefore you'll be training more for strength along with speed and timing.

Joe Driscoll is a former Martial Arts world champion and the author of "Conditioning and Beyond", "Underground Speed Kicking Secrets" and several other books on fitness, conditioning and Martial Arts Training. Find out more about Joe and his training concepts at



This Free E-Book has been brought to you by Natural-Aging.com.



100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!