



Identifying The Tone of an Email

Affirmative



Can, allow, decide, want, choose, desire, opportunity,

Imperative



Must, need, should, ought, supposed, got to, have to, it's time, necessary

By carefully evaluating the key words and phrases, along with the prevailing 'tone' of a message, we can uncover the real meaning it contains.

Once we have identified this real intent and meaning, we are able to respond to the important and/or relevant issue(s) with real power and persuasion

When tone is 'affirmative', you have;

- understanding
- agreement
- rapport

If tone is;

- Imperative
- Tentative or
- Negative

use Invitational Phrases to 'open up' the communication.



Maybe, probably, deserve, wish, may, might, could, prefer, had better, deserve

Tentative

Treat 'tentative' same as if it were 'negative'

Can't, doesn't, won't, impossible, unable, problem, no intention, choose not to

Negative

