**REVIEW:** The goal of business writing is to achieve the following:

* Clear Purpose
* Economical (Stick to the point)
* Reader-Oriented (Directed at Audience)

The **purpose** and **audience** are two extremely important things to remember when communicating, (whether it be for business or any other reason)

**LETTER-WRITING FORMULAS:**

There are a variety of formulas that can be followed to help develop ideas within a piece of writing once **purpose** and **audience** have been determined. These include:

1. **A.I.D.A.:** A widely used formula for selling or persuading

**A**ttention – Getting the reader’s eye or ear to focus on your message

**I**nterest – Arousing the reader’s curiosity or interest in what you have to say

**D**esire – Making the reader want what it is you are selling

**A**ction – Showing or telling the reader what to do

1. **I.D.C.A.:** Similar to A.I.D.A but stresses convincing the audience to believe in something you are selling or persuading

**I**nterest – Getting the reader’s eye or ear to focus on your message

**D**esire – Creating a need for a product or service

**C**onviction – Convincing the reader there is a need for the product or service

**A**ction – Showing or telling the reader what to do