

# The you-centered approach to business writing essay sample

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Business writers may sound cold and calculating in the literal sense of the phrase. I have received letters that have sounded thus. And, I have also experienced the warmth of the you-centered approach that Kolin (2006) refers to. Because I have experienced the difference between the I-centered and the you-centered approaches to business writing, as an accountant it is especially important for me to follow the principle that I have admired as opposed to the cold and calculating approach.

Hence, the section called “ Making a Good Impression on Your Reader” was most relevant for me. I understand that professional accountants may oft sound like robots, regurgitating numbers; and I certainly do not wish to fall into that category of business writers. Therefore, I would ensure that I never forget that my reader is a real person; that he or she must be in the forefront of the business letter; that I must be courteous as well as tactful; and neither meek nor boastful (153-160).

Following the advice of Kolin in the above mentioned section, I would appear likeable and trustworthy to my readers. For business writers this is essential, seeing that likeable and trustworthy businesspersons are most likely to attract more customers and maintain their business relationships with the old ones. Besides, professional accountants typically write letters that give the impression that they are only interested in numbers and facts. I would like my business writing to give the impression that I am essentially interested in my clients’ business interests. Thus, I would foster good business relationships with my clients.

## References

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Kolin, P. C. (2006). *Success Writing at Work*. New York: Houghton Mifflin Co.