

Writing an Effective Request

Purpose

Answers Three Questions for the Reader

1. Of all of the people in the world, why are you contacting me?
2. Is this person credible and worth my time and effort?
3. What are they asking for?

Standards

- Very brief; easily read and responded to immediately from a phone.
- Includes no attachments.

Structure

- Starts and ends with a respectful greeting and closing.
- Can be very flexible based on your style and alignment with FOR.

Practice

Question 1: Why did you select this particular person to write a request to?

Question 2: What aspects of your background and interests align with theirs?

Question 3: How can you phrase your request for their time and expertise in a way that requires the least amount of effort to respond to your message?
