



7 tips for WRITING TO PROFESSIONALS

- 1 Make the subject clear**
Use a strong subject line and clear introductory paragraph to ensure you get their attention.
- 2 Quote their previous promises**
Remind them of their prior commitments: quote their emails, meeting minutes, or verbal comments.
- 3 Keep to the point**
Avoid tangents. Try not to ramble. This helps focus the reader on the main issue you're addressing.
- 4 Use headings and bullet points**
These add clarity and help to ensure all your points are noted and acted upon.
- 5 Give examples**
If you have examples, use them to strengthen your argument. Any sort of documentation of incidents, photos, a log - all these are useful.
- 6 Send copies to other parties**
Copy in the recipient's boss, your MP, the head of children's services - whoever is in a position to chase it up.
- 7 Include action points**
Tell them exactly what you'd like them to do. Appropriate deadlines can sometimes be helpful, too.