

Those Form Letters

Good communication requires that we understand the audience. Form letters do not always accommodate that principle.

With college expenses in mind, a working mother made some investments for her young daughter. One of the actions she took was to buy stock in a bank in her daughter's name. Two months later, the bank sent the following form letter to her daughter:

"It has come to our attention that you recently became an owner of our stock. May we suggest that you recommend our bank and its services to your friends and business associates?"

The woman replied:

*"My daughter, who is 19 months old, has asked me to thank you for your letter and to explain that she has no business associates, only a half-dozen acquaintances, and just two of what she regards as real friends – a cat named Misty and a dog named Woof. Unfortunately, she pulled Misty's tail and bit Woof's ear yesterday, leaving her at the moment without friends **or** business associates. However, she graciously extends her cordial greetings and says she is looking forward to receiving your next quarterly financial report."*

Not much else needs to be said.

--Beecher Hunter