

# CHAPTER 8A CONCEPT REVIEW WORKSHEET

Your Name \_\_\_\_\_

## GOODWILL PRINCIPLES

1. What is *goodwill*?  
\_\_\_\_\_
2. What is *tone*?  
\_\_\_\_\_
3. What are three things you can do to project a positive tone in your communications?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
4. What is the “*you attitude*”?  
\_\_\_\_\_
5. How do you show genuine interest in your readers as individuals?  
\_\_\_\_\_  
\_\_\_\_\_
6. List five of the destroyers of positive tone in your writing?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_
7. What can you do to focus on positive ideas in your written messages?  
\_\_\_\_\_
8. What is meant by “a service attitude”?  
\_\_\_\_\_  
\_\_\_\_\_
9. What are 3 techniques to promote goodwill in problem situations?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
10. What does the term *reselling* mean?  
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\_\_\_\_\_