

戦略的英文ビジネスライティング講座

Moving Readers to Action Essentials for PeptiDream

MRA Answer key

Notes:

These are sample answers. Your answer is probably different. In many cases, the sample answers use information from the resource lists.

**MOVING
READERS TO
ACTION** **ESSENTIALS**
Writing email in stressful situations

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(B11/23, p. 52)
Expressing the
power of those
around you

Use the persuasive power of experts

エキスパートが持つ説得力を利用する

- A. Our IT Staff suggests that the following tests be performed.
- A. Our IT Staff suggests that Mr. Sato perform the test.

- B. According to the designer, the cylinder should be made of steel.
- B. The designer advises that the cylinder be made of steel.

- C. Regarding tax compliance, our accountant's advice is to report by March 15.
- C. For tax compliance, our accountant advises that we report by March 15.

(LX, new)
Showing them it is
useful to know you

Tell them what you do

相手に自分の役割を伝える

Change in rep. (担当者／責任者の変更)

(My name is . . .) + I have taken over this . . . from . . .

I am the new . . . /I'll be contacting you . . .

+ Option: I'm looking forward to working . . .

Application 1

Select a person above you in the following category, then choose tactics according to the situation.



Someone outside your
company

()

1. I want to ask a person who doesn't know me to send me the XY data.

I am Hiroshi Kato. I am Mr. Sato's assistant. He asked me to contact you regarding the XY data. He would appreciate it if you could send it to us.

2. Our Marketing Manager wants them/ABC to cut the price of WX in the Japanese market.



Someone who doesn't know
the Japanese market

()

My name is Hiromi Kato. I am working with Mr. Sato, the Marketing Manager, on WX marketing. He advises that it would be best to reduce the price of WX in the Japanese market.

Application 2

Introduce yourself and make the request, supporting your own status.

Rewrite 1 or 2 from p. 27 in this new pattern.

1. I would like to make a request regarding the XY data. I am Hiroshi Kato, Mr. Sato's assistant. He advised me to contact you to ask if you could send us the XY data.

2. The purpose of this e-mail is to make a request regarding the price of WX for the Japanese market. My name is Hiromi Kato. I am the assistant of Mr. K. Sato, who is our Marketing Manager as you know. Mr. Sato asked me to contact you on this matter because he believes that a price adjustment for this market would be valuable.

Polite but firm pressure

丁寧かつ断固とした態度で圧力をかける

Least pressure

1

<

4

<

2

<

3

Most pressure

Practice:

Add a taste of polite pressure to these requests.

1. Let me know within three days if you can make the purchase.

Let me know within three days, please, if you can make the purchase.

2. Consult with us before making engineering changes.

Consult with us, please, before making engineering changes.

3. Use this part without any modification in your factory.

Use this part, please, without any modification in our factory.

4. Return to the site to deal with system issues.

Return to the site, please, to deal with system issues.

(L10/142, p. 171)
When you are not
sure they will do
what they have to

Require compliance

服従を要求する

Practice 1:

Does this sentence require compliance?

- a) We expect ABC to make every effort to meet this deadline.
- b) We expect that he will arrive by the end of the month.
- c) Each division is expected to convert its documents by October 1.
- d) He is expected to bring the extra files when he comes.

Yes

No

☒
☐
☐
☒
☒
☐
☐
☒

Practice 2:

Require compliance for the following if appropriate. Include a deadline.

1. send the report for X

You are expected to send the report for X by Friday.

2. supply XY in liquid form

ABC is expected to supply it in liquid form by the launch.

3. reduce the price of XY (Can anyone require it? Report their requirement.)

ABC is expected to reduce the price of XY by our clients.

(H12/96, p. 125)
When you feel it is
necessary to
direct their action

Eliminate their feeling of choice

相手に選択の余地を与えない

Practice:

Make it clear you *require* the following:

1. weight and power data for the XY

A: We require (that you provide) the weight and power data for the XY.

B: (Provision of) weight and power data are required (by ABC).

2. confirmation of the Confidentiality Agreement

A: AGJ requires that you confirm the Confidentiality Agreement.

B: Confirmation of the Confidentiality Agreement is required by AGJ.

3. correction of the price for samples of XY

A: I require that you correct the price for samples of A.

B: Correction of the price for samples of XY is required.

4. substitution of AA for BB

A: AGJ R&D requires substitution of AA for BB.

B: Substituting of AA for BB will be required by AGJ R&D.

5. make videotapes of the packaging machine in operation

A: We will require videotapes of the packaging machine in operation.

B: (Making) videotapes of the packaging machine in operation will be required.

Don't be afraid to direct

指示することを恐れない

Imperative:

A	Verb	B	Object	C	Remainder of action instruction	D
	Send	+	the X-drawing	+	to this office by the 25th of the month.	+
	Inspect	+	Type A components	+	according to the following schedule.	+
	Supply	+	additional data on XY	+	for government approval.	+
	Make	+	the campaign materials	+	available.	+
	Send	+	the third quarter information	+	by August 15.	+

Passive Imperative:

A	Object	B	Passive verb	C	Remainder of action instruction	D
	The X-drawing	+	is to be sent	+	to this office by the 25th of the month.	+
	Type A components	+	are to be inspected	+	according to the following schedule.	+
	Additional data on XY	+	is to be supplied	+	for government approval.	+
	The campaign materials	+	are to be made	+	available.	+
	The third quarter information	+	is to be sent	+	by August 15.	+

P. 49

4A

(H3/87, p. 116)
Opposing
indirectly

Keep your options open

選択肢をオープンにしておく

Question

When can you send the information?

+

We need it by Friday.

What is the contamination level in ppm?

+

We need it to be under 3 ppm.

Do you use ABC or DE?

+

We prefer ABC.

Is the spec JIS or ASCII?

+

We only recognize JIS.

Condition

P. 53

4D

(J1/109, p. 138)
Rejecting
indirectly

Disguise the correction you require

訂正の要求をカムフラージュする

Practice:

Pose the corrections above as questions.

Is the value given for XY on page 5 correct? I was wondering if it should be 22.

Is the maximum time for presentations (really) 25 minutes? I think/thought it might be 20 minutes, the same as last year./... might be the same as last year, 20 minutes.

(J11/119, p. 148)

Refuse by
questioning the
background

Declare it's a mistake

ミスであることを明確に述べる

They think or said:

You offered a price of
¥320/kg

You haven't paid yet.

Your 3G service starts in
September.

Actually:

¥350, in your e-mail of 6/20.

You did, and you have a
receipt.

Next year. (announced two
months ago in e-magazine)

Correct it.

We did not offer the price
(you) quoted. Our price is
¥350/kg.

For your information, payment
was made on March 3. We
attach a copy of the receipt for
your reference.

We are sorry to say our 3G
service does not start until next
year. For more information,
please see the article attached,
from our e-magazine of April.

(F12/72, p. 101)

Giving a final
deadline

Specify the deadline

最終締め切り日を指定する

Practice:

Specify the final deadline: In the above examples, substitute *no later than* for *by*

Would you please let us know all quality issues (by) no later than Friday?

Could you please make any suggestions (by) no later than March 1?

We have to have the list of damaged lots (by) no later than next week.

Delay politely

遅れを丁寧に伝える

Practice:

Delay the following politely:

2. make the changes/head office hasn't authorized them yet

Form 1:

If you don't mind, I would like to delay the changes until the Head Office authorizes them.

Form 2:

We would appreciate it if you don't mind waiting for the changes until the Head Office authorizes them.

3. replace the assembly/factory hasn't finished producing it

Form 1:

If it's ok with you, we intend to delay replacing the assembly until the factory finishes producing it.

Form 2:

We would be grateful if you don't mind waiting for us to replace the assembly until the factory finishes producing it.

4. revise the report/haven't had enough time

Form 1:

If it's ok with you, we would like to delay the report until Friday. We need more time to finish it.

Form 2:

We would appreciate it if you would not mind us delaying the report until Friday. We need a little more time.

5. enter the changes/Accounting hasn't input the file numbers

Form 1:

If you don't mind, we would like to put off entering the changes until Accounting has input the file numbers.

Form 2:

We would be grateful if you do not object to waiting to enter the changes until Accounting has input the file numbers.

6. ship the material/we haven't produced it in sufficient quantity

Form 1:

If it's ok with you, we intend to delay shipping the material until we have produced it in sufficient quantity.

Form 2:

We would appreciate it if you would not mind waiting for the material until we have produced it in sufficient quantity.

Give a flexible finishing date

締め切り日に幅を持たせる

1. We won't be able to deliver the revisions until the 21st, at the earliest.

+

There are still some questions about the procedures.

2. The earliest we can deliver the revisions is the 21st.

+

3. There are still some questions about the procedures,

+

so we won't be able to deliver until the 21st at the earliest.

4.

+

so the earliest we can deliver the revisions is the 21st.

make the application/Friday/waiting for the data from Dr. Sato

1. We won't be able to make the application until Friday at the earliest.

+

We are waiting for the data from Dr. Sato.

2. The earliest we can make the application is Friday.

+

+

3.

+

so we won't be able to make the application until Friday at the earliest.

We are waiting for the data from Dr. Sato,

4.

so the earliest we can make the application is Friday.

7B

(I 4/100, p. 129,
amended)
When the reason
is hard to say

Express your concern

心配している気持ちを伝える

Practice:

Express your concern about something you hope to happen.

1. To be honest, it's really important to us to get it cleared by our specialists.
2. Honestly speaking, we really want to get the results by the end of the month.
3. Frankly, following local rules in our X production is really vital for us.

Express your concern about something that seems difficult.

1. Frankly speaking, getting our specialists to agree to your plan seems difficult.
2. Speaking frankly, accepting it without an audit may not be possible.
3. To put it frankly, we may be unable to secure sufficient supply of components.

7D

(H9/93, p. 122)
Making sure they
understand what
you want and
why

Tell them your conditions

こちらの条件を相手に伝える

Practice:

Use *We cannot/will not accept*

1. We cannot accept any proposal unless it has a local content ratio.
 2. We will not accept any proposal that does not have a high local content ratio.
 3. We will not accept any proposal if it does not have a high local content ratio.
-
1. We cannot accept any quotations unless they use our own Account numbers.
 2. We will not accept any quotations that do not use our own Account numbers.
 3. We will not accept any quotations if they do not use our own Account numbers.

(D5/41, p. 79,
amended)

When their
performance is
not as good as
you wanted

Decide whether or not to let them off the hook

プレッシャーを取り除く／かける

Turn the personal heat up

Practice:

1. The manuscript/attain/level of quality

The manuscript did not attain the level of quality that you promised.

2. Costs/be/higher than

I'm sorry to say, costs are higher than ABC promised.

3. Toxicity tests/reach/sensitivity

I'm sorry to have to tell you this, but toxicity tests have not reached the levels of sensitivity that you promised.

4. Production yield/be/lower than

I regret to be the one to tell you this, but production yield is lower than you promised.

5. Applications for the patent/be/narrower

I'm sorry to tell you that applications for the patent are narrower than we were promised.

Turn the personal heat down

1. The manuscript/attain/level of quality

The manuscript did not attain the level of quality that we hoped for.

2. Costs/be/higher than

I'm sorry to say, costs are higher than we expected.

3. Toxicity tests/reach/sensitivity

I'm sorry to have to tell you this, but toxicity tests have not reached the levels of sensitivity promised.

4. Production yield/be/lower than

I regret to be the one to tell you this, but production yield is lower than we were hoping for.

5. Applications for the patent/be/narrower

I'm sorry to tell you that applications for the patent are narrower than we were expecting.