No matter which form of correspondence you use, your readers always want to know what your communication has to do with them.For instance, if you are making a recommendation, begin by stating the reader's goal that it addresses: "To solve the quality control problem at the Charleston factory, I recommend . . ."There's no shortcut for determining what background information you need to include in order to give this reader-centered context to your reader.In contrast, if you are making a blog entry or sending an instant message, your communication may be like the middle of a conversation where you are responding to something the other person just said.Start by indicating how your message relates to your reader's job, goals, and concerns.Various companies such as Microsoftor "I have another idea about . . ."