

▶ paragraph function and content

▶ the tripling technique

▶ writing a mailshot

5.5 Writing Mailshots and sales letters

Discussion

1 Choose the correct answers, then discuss your choices.

A good mailshot should

- be as short as possible / neither too long nor too short / as long as necessary.
- put the most important point at the beginning / in the middle / at the end.
- be written in first person style (I) / second person style (you) / third person style (it).
- focus on features / benefits / costs.
- always have a PS / never have a PS / have a PS and a PPS.

Model

2 Read the sample mailshot below and choose a label for each paragraph.

Action Benefits Credentials Hook Promise PS

Dear Reader,

New Business View multimedia magazine



- 1 How do today's business leaders keep up to date without trawling through hundreds of pages of newspapers and magazines?
- 2 They rely on New Business View – the only digital multimedia magazine to bring you all the latest business news, trends and opinions on one handy, multi-format disk. Subscribe to NBV, and we guarantee you'll never need to buy another magazine!
- 3 Be the first to know about mergers and takeovers, marketing trends and management tools. Watch, listen and read, on DVD, in the car, or on your PC. NBV gives you a deeper understanding of the issues that matter, whoever you are, wherever you are and whenever you want. 'Better than an MBA' – NBV is your private briefing from the world's best business specialists.
- 4 NBV is used by executives in leading companies, large, medium and small, all over the world. Over half of America's top business schools recommend it as part of their programmes.
- 5 You too can enjoy a better view of the world of business. Subscribe now for twelve months or more, and receive three issues totally free of charge. Just fill in the attached form, or subscribe online at www.newbusinessview.com.

Sincerely yours,

Jim Bradley

6 **PS Reply within fifteen days, and get free access to NBV's new daily podcast!**

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briefing
credentials
grab someone's attention
handling
PPS
PS
trawl through
USP

Analysis

3 Decide which paragraphs these tips on writing mailshots and sales letters refer to.

- 1 Don't forget to make it clear what you want – 'if you don't ask, you don't get!'
- 2 Give references which will persuade the reader that your product really delivers what it promises.
- 3 Tell the customer your USP – what only your product or service will deliver.
- 4 Provide additional motivation to act on the message.
- 5 Give readers details of the advantages they will enjoy.
- 6 You have less than five seconds to grab the reader's attention and make them want to read your message.