

Internet research

Search for the keywords *advance fee fraud* to find out how dishonest writers persuade their victims to give them money.

4 Decide which part of a sales letter or mailshot you would put these sentences in.

- 1 Can you honestly say you would never prefer to stay in bed than to go to work?
- 2 I will call you early next week to arrange a demonstration of the software.
- 3 Over 20% of Fortune 500® companies are already using our system.
- 4 Please feel free to call me for more information or to arrange an appointment.
- 5 There are only two kinds of company – market leaders and market followers. Which is yours?
- 6 This offer is available for a limited time only; call early to avoid disappointment!
- 7 Within six months you can expect a return on investment that no other consultancy can deliver.
- 8 Your company will enjoy significant gains in productivity, reliability and staff morale.

Language focus

5 Sales letters and mailshots frequently build persuasive arguments by tripling: describing features and benefits in threes. Find and highlight four more examples of tripling in the letter in Exercise 2. What patterns of words are used in each group: verbs, nouns, adjectives, etc.?

... all the latest business news, trends and opinions.

Be the first to know about mergers and takeovers, marketing trends and management tools.

6 Use the tripling technique to build these arguments. Add two more ideas to each sentence.

- 1 The multimedia dictionary is ideal for students, _____ and _____.
- 2 Regular sessions in your mini-gym will make you fitter, _____ and _____.
- 3 Our office software helps you improve productivity, save _____ and increase _____.
- 4 In this seminar you'll learn how to plan, _____ and _____ a presentation.
- 5 The new Porsche has improved handling, a redesigned _____ and _____.
- 6 In less than an hour, you'll be able to start using home architect software; in less than a day _____ and _____.
- 7 The Norisko investment plan means you can save for a new house, _____ and _____.
- 8 By the end of this CRM course, you'll have learnt how to handle difficult customers, how to _____ and _____.

Output

7 In small groups, write a mailshot for an electric bicycle, timeshare flats, a book club or a mail order catalogue. Start by deciding the following features:

- who the target market is
- what the USPs of the product are
- what its benefits are
- what its credentials are
- how you can grab the reader's attention
- what you want the reader to do
- what you can put in your PS.

8 Write your mailshot. Remember to build persuasive arguments by tripling.

9 Give copies of your mailshot to other groups. Each group should choose the most persuasive mailshot (excluding their own). The group that makes the most 'sales' is the winner.

