



## Persuasive Messages

### *Indirect Pattern*

- Persuasive messages are used when the reader needs to be convinced
- The main idea is presented in the **body** of the letter, not the opening

### *Persuasive Requests*

- **Grab attention:** State a reader benefit or compliment the reader
- **Build interest:** Use facts or statistics to emphasize receiver benefit
- **Reduce Resistance:** Be aware of your reader's doubts and reassure them with a benefit
- **Motivate Action:** Tell the reader what you want and when you want it

### *Persuasive Claims and Complaints*

- **Grab attention:** Pay the reader a compliment
- **Build interest:** Explain the claim and give reasons calmly
- **Reduce Resistance:** Subtly suggest responsibility
- **Motivate Action:** Explain what action you want taken and by when

### *Sales Letters*

- **Grab attention:** Make your company stand out
- **Build interest:** Focus on the reader's needs and a central selling point
- **Reduce Resistance:** Offer a promotion or special offer
- **Motivate Action:** State a follow-up date and request further discussion

### *Goodwill Messages*

- Express thanks, recognition or sympathy
- Focus on the receiver
- Personalize the letter with specific and meaningful examples
- Be honest and concise