CHAPTER 11 CONCEPT REVIEW WORKSHEET

Your Name _____

PERSUASIVE REQUESTS

1. A request for donations, cooperation, gifts, or favors is a _____ .

2. Follow these five guidelines when writing a persuasive request:

   a. Begin with _____ .

   b. Follow through with the _____ .

   c. State the request in _____ and _____ terms.

   d. Stimulate _____ with closing remarks.

   e. Reflect an _____ outlook.

3. Successful persuasive requests often use one of these four appeals:

   a. _____

   b. _____

   c. _____

   d. _____

SALES LETTERS

4. What are four reasons that sales letters are an effective selling tool?

   a. _____

   b. _____

   c. _____

   d. _____

5. What is the difference between a *direct* and an *indirect* sales letter?

   _____

   _____

6. To write successful sales letters, you must follow these principles:

   a. Know your _____ and _____ .

   b. Know your _____   _____ .

   c. Know how _____ are made.

   d. Remember the _____ of effective writing.

Your Name _____

7. What five steps do you need to complete *before* you write an effective sales letter?

   a. Analyze the _____ in terms of the _____ .

   b. Prepare a list of _____ .

   c. Analyze the product in terms of the _____ .

   d. Determine the _____ _____ _____ .

   e. Make a _____ for the sales letter.

8. What is the AIDA formula for writing sales letters?

_____

_____

9. What is the purpose of a sales letter?

_____

10. What guidelines should you follow when writing a sales letter?

   a. In the opening, _____ .

   b. Keep the message _____ and _____ .

   c. Build the message around the _____ .

   d. Use accurate information and show _____ .

   e. Convince your reader that _____ .

   f. Avoid _____ .

   g. Introduce the reader to the _____ .

   h. Talk about _____ at the best _____ moment.

   i. Close with a _____ for _____ .

OTHER TYPES OF SALES LETTERS

11. When writing a sales letter to a dealer, what are two important benefits you can stress?

   a. _____

   b. _____

12. Give an example or definition of an *invited* or *solicited* sales letter.

_____

13. How can a cover letter serve as a *sales* letter?

_____

14. What are the two most common types of sales letter series, and what is the difference between them?

   a. _____

   b. _____