**Claim Letter**

Write a block claim letter for a product or service that you have been disappointed with. You may need to look up the product and producer information. Remember to use an effective tone and natural language as you explain what happened and specifically what resolution you are requesting.

Samples

10.6 A block format without letterhead

10.7 Appropriate tone in conveying bad news

10.9 Routine claim letter

10.10 Arguable claim letter

Before writing the claim letter, answer the following questions.

1. To whom are you writing (primary and secondary audience p. 45)? Acme Service Department Have you contacted this person before? No. What was his or her response and attitude?
2. What is your claim (p. 52)? Acme’s computer caught on fire 1 week after purchase. Want to be reimbursed for damage to my house. On what basis are you making this claim? Their product was defective.
3. What outcome are you asking for? Replacement of the computer and reimbursement of damages not covered by my insurance. Why do you think this is reasonable and logical? It is reasonable that their product would not catch on fire. What are you doing with the product in your possession? Holding onto it before finding out how they wish to deal with the issue.
4. List in order all of the events related to the claim.
5. Computer was set up following the directions from the manufacture.
6. Computer caught on fire under normal use.
7. Computer caused damage to my desk and caused smoke damage to my walls and ceiling.
8. Home owner’s insurance has a $500 deductible.
9. Asking for replacement of computer with a comparable model or refund and the $500.00 to cover my expenses.

After writing the claim letter, answer the following questions.

1. Did you use a direct or indirect approach (p. 192)? Why do you think this is appropriate?
2. What ethical considerations (p. 69) are in your letter?
3. Which relationship connection (p. 54) did you use? Why is this appropriate?
4. Quote examples of where you used the “you” perspective (p. 188) in your letter. Explain what response you hope to receive from these lines.

Hand-in

1. Answers to planning and response questions.
2. Final draft of the claim letter.
3. Block letter template.
4. Scoring sheet.

**Claim Letter**

Evaluation

4 requirements are met, and the work is ready to use as is

3 requirements are met; the work is usable, but could be improved

2 most requirements are met, and the work has the potential to be used after modification and/or revision

1 some requirements are met, but many modifications and/or much revision is needed to make this work usable

0 requirements are not met

Unity

* The work as a whole is focused and free from irrelevant detail.
* Main idea is stated directly in the introduction or at the end of the body.

Coherence

* Work is organized logically in a direct or indirect approach.
* Transitions stress the connection between ideas and the line of thinking.

Support

* Problem and description are explained with specific facts and details.
* Expected resolution is specific and includes a time frame.

Style

* Tone is appropriate for audience needs.
* Appropriate power relationship is used.
* Wording and phrasing are simple and direct and show “you” perspective.
* Letter is formatted properly in block style.

Grammar and Sentence Structure

* Conventional grammar, spelling, and punctuation are used.
* Sentences are varied and reflect the proper use of pronouns, modifiers, subject-verb agreement, and tenses.
* Run-on and fragmented sentences are eliminated.