David Leach, Dave Drummond, Justin Koch

Contrasting examples scenario practice:

Dear Mr. Sir,

My name is Ryan Short, and I am the chair of the fundraising committee of our great city’s Junior Achievement Program as well as an executive at Pinnacle. I’m reaching out to you on behalf of the Junior Achievement Program. We are calling upon our local business leaders to help our city’s promising future leaders achieve their goals.

With your support, we will be able to provide the youth with the tools necessary for their success. Such tools include ophthalmoscopes, leadership programs, a new learning center, and new computers. It would mean a lot to the board, our future leaders, and myself on behalf of Pinnacle, to receive your donations.

All donations can be mailed to or dropped off at 12345 Achievers Drive, Big City, PA. Please consider supporting your community and bettering the future of our society.

Best regards,

Ryan Short

1. How would you gather info to write a successful message?

* Look into local groups or societies to see what the community’s interests generally are
* Maybe perform surveys via phone calls
* Look into the local demographics
* Volunteer locally to meet community members and get to know them

1. List tangible and intangible benefits for the following items/services
   1. Membership in a health club
      * Tangible:
        + Access to health club services
      * Intangible:
        + Improved physical and mental health
        + Confidence boost
   2. High-speed internet service or digital cable service

* Tangible:
  + Improved upload/download speeds
* Intangible:
  + Time saved
  + Ability to work from home
  + Less frustration over poor internet connection
  1. A certain line of clothing
* Tangible:
  + Many girlfriends
  + Improved outward appearance
* Intangible:
  + Less lonely
  + Perceived as more professional/attractive
  + Improved confidence

1. Extrinsic benefits you might use for an extra push for the items in #2
   1. Membership in health club
      * Free smoothies after every workout
      * Signup gifts
      * Referral rewards
   2. High-speed internet service or digital cable service
      * Discounted starting price
      * Free streaming service period
   3. A certain line of clothing
      * Rewards program
      * Free included accessory
2. Two likely product features turned into reader’s benefit in #2
   1. Membership in health club
      * Wide selection of workout equipment -- “With our wide selection of equipment, you can customize your workout to fit your personal needs”
      * Smoothie station -- “We ensure you will receive the necessary recovery supplements after every workout”
   2. High-speed internet service or digital cable service
      * Fast connection speeds -- “Waiting for websites to load is a thing of the past with our service”
      * Stable connection -- “No more outages while streaming your favorite sports games”
   3. A certain line of clothing
      * Pockets in girls pants -- “No more digging through your purse for your car keys”
      * Silk underwear -- “No more chafing in the least desirable places”
3. Write a paragraph for one item in #2 that uses a scenario painting to promote them

When you first walk through the doors of Short’s Spa and Jim, you’ll be captivated by the aesthetic of our gym and our very apparent wide selection of services. Whether you want to enjoy a cardio workout in our Olympic sized swimming pools or just want to relax in our world-class spas, we’ve got everything you need to make the most of your time in our facilities. Before you’re out the door, make sure to stop by the smoothie bar to energize for the rest of your day.

1. Criticize the persuasive request message

* Saying “you need us” comes across as self-centered
* Including “the work is hard and the hours can be long” doesn’t sound appealing
* Saying “I’ll see you there Monday” comes across as pushy, as it’s assuming that they will show up

1. Evaluate the sales message

* Starts off with a bit of an insult then gloating from the writer
* Claims to be a professional before listing any credentials
* The third paragraph has a lot of good information, but is very scattered
* The beginning of the fourth paragraph should have been placed earlier in the message, as it explains his experience
* The back half of the fourth paragraph and the fifth paragraph are just more of what is going on in paragraph 3
* Overall, the focus is more on features rather than the benefit of the reader
* Mailing a check is relatively a lot of work these days in comparison to using a credit card
* “Do it today” is really demanding