

Questions 15–21

Complete the sentences below.

Choose **NO MORE THAN TWO WORDS** from the text for each answer.

Write your answers in boxes 15–21 on your answer sheet.

- 15 Sales letters should be sent to the in a company.
- 16 Your letter should make as much as possible.
- 17 The reader's attention needs to be caught by the of your letter.
- 18 Letters should be sent in a
- 19 It is best to print the in two or more colours.
- 20 Consider sending a as this is more effective than a picture.
- 21 You should calculate the to your letter.