



Good Example of a Persuasive Request



89 South Pass Road • Chattanooga, TN 37416-2729 • (423)555-5110

March 15, 2008

Mrs. Joyce Smith
976 Thompson Road
Crossville, TN 38555-0976

Dear Mrs. Smith:

- Opens with a compliment that introduces an appeal to the owner's pride in the old property. → Meeting you and touring the building on your property last week was a pleasure. That little building provided me with a fascinating glimpse of the past. You must have found it convenient using the building as a big "attic," storing all your canned goods and old farm implements over the years.

As the manager of the Down-Home Barbeque in Mena, I am constantly looking for items to build and display in our restaurants. Our restaurants are constructed of weathered wood to create a genuine rustic atmosphere, which we think complements our "down-home" menu.
- Introduces the writer's interest in acquiring property and continues the primary appeal (desire to preserve the past). → As I toured your building, I couldn't help but notice some of the unique items inside and the old weathered boards hanging outside. The wood from the building and its contents would enable us to build and furnish a new restaurant in Clarksville and refurbish our Jackson location. Marc Lane, owner of Down-Home Restaurants, has asked me to extend you the offer explained in the enclosed proposal.
- Offsets reluctance to sell by acknowledging the sentimental value and suggesting options. → Naturally, no amount of money can compensate you for a building that holds so many memories for you. However, we would be happy to purchase the entire contents of the building, excluding any special items of sentimental value that you may want to keep.

Format Pointers

- Illustrates modified block format—the date and closing lines (complimentary close and signature block) begin at the horizontal center.
- Uses mixed punctuation—a colon follows the salutation, and a comma follows the complimentary close.

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- Stresses benefits of selling property in terms of the primary appeal.

Although the thought of selling the building may sadden you, think of the “second life” that the old farm equipment, dishes, washboards, seed bags, and weathered boards would have in our restaurants. People who would otherwise never see such Americana will have the opportunity to learn a little about its rich past.

- Connects the specific request for action with the reward for saying “Yes.”

After you have reviewed the proposal, please call me at 555-3253 to discuss our offer to display your treasures in our restaurants.

Sincerely,
Karla Ash
Karla Ash, Manager
Chattanooga Store

Enclosure

Format Pointer

- Uses an enclosure notation to alert the reader that something is included.