

**Ask for specific action confidently.** For example, "Bring this letter with one piece of identification for admittance to the sales event. To register for this event, log-on to [www.mainstreetnissan.com](http://www.mainstreetnissan.com) or feel free to call 1-866-555-1234 with any questions."

**Include an end date, if appropriate.** For example, "This exclusive 120% reimbursement program is available this week only! Plus, up to \$5,000 OFF MSRP on select in-stock vehicles."

**Repeat a key benefit.** "Bring this letter with one piece of identification for admittance to the sales event. To register for this event, log-on to [www.mainstreetnissan.com](http://www.mainstreetnissan.com) or feel free to call 1-866-555-1234 with any questions."

## Assignment 7.1: Analyzing a Persuasive Message

Directions: When written well, a sales letter can be one of the best tools available for selling products and services. But writing a persuasive sales letter can be tough. Read the sample persuasive message below and analyze whether it uses the four-part persuasive pattern effectively.

Discover Cardmember, you can now enjoy **FREE Additional Cards!** You can now get up to 2 additional cards for your Discover Card. This is a limited time offer. While supplies last.

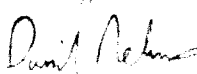
With Additional Discover Cards, you can:

- **Simplify your life** - Every cardholder will have a credit resource for essentials and emergencies.
- **Organize your finances** - Assign different cards to different categories of expenses.
- **Enjoy a FREE benefit** - Bonus mileage on Additional Cards.

Of course, your Additional Cards will come with all the outstanding benefits you already enjoy: *online Account access, exclusive Cardmember offers, and much more.*

For more information, call 1-800-DISCOVER or visit [Discovercard.com/AdditionalCards](http://Discovercard.com/AdditionalCards).

Thank you for your continued loyalty to Discover Card.

Sincerely,  
  
Dawn Adams  
Business and Personal Card Services  
Discover Financial Services

## Assignment 7.2: Direct and Indirect Pattern

Directions: For this assignment, you will write two messages. First write an e-mail to your instructor inviting him/her to speak at your civic club's next meeting. Provide as much detail as you might need to make your message complete. Because this is a routine request, you will use the direct pattern. Next, use the indirect pattern to write a reply from your instructor declining the invitation.