

class #9

- return Q2
- clip of the day: Guy Kawasaki
- jokes
- review
- work plan
- old north face

clip of the day



coordinating conjunctions
three elements active shares with passive
crux of when to use passive
three objectives of a bad news message

Persuasion

go to coursepak, p.46

Persuasion--

You need an action response, but your audience is resistant and free to refuse.

role of pathos

Friday Night Lights



dr. reed

Phase 1: Content— (for Tuesday) block out in a rough draft
Phase 2: Clarity (for Thursday) paragraphs & sentences
Phase 3: Correctness: (for Thursday) usage, typos, etc.

Sales Letters

Classic form of persuasive request, but very specialized.

Uses AIDA strategy.

AIDA

- Attention
- Interest
- Desire
- Action

AIDA

- Attention
- Interest
- Desire (not Decision)
- Action

moving reader from resistance to compliance

AIDA

- Attention: Break through the resistance door
- Interest:
- Desire
- Action

AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire:
- Action:

AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire: Make audience want your solution, i.e., your product or service
- Action:

AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire: Make audience want your solution, i.e., your product or service
- Action: Ask for sale

work plan

schedule/division of labor:

- figure out what your work load is and divvy it up.
- set deadlines for all tasks.
- work back from delivery-date, and make it detailed and practical
- contract idea
- due Class 11
