

HOW TO WORK OUT THE READER'S LIKELY RESPONSE

If you can't order the reader to give you what you want, nor pay them to do so, what other reasons might they have to meet your request? You must identify and appeal to these motives if your letter is to be successful.

Some possible motives are:

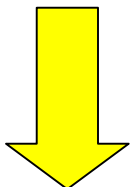
- A desire to maintain the organization's/individual's good reputation
- A desire to do someone a favour
- A desire to do a good deed for the community
- A response to flattery

Possible motives	How the reader might be appealed to in the letter
<ul style="list-style-type: none">• A desire to maintain the organization's/individual's good reputation	<ul style="list-style-type: none">• Describe the writer as a satisfied customer of their firm
<ul style="list-style-type: none">• A desire to do someone a favour	<ul style="list-style-type: none">• Say the writer needs it to do their university course
<ul style="list-style-type: none">• A response to flattery	<ul style="list-style-type: none">• Describe the reader as a successful local business

You must also be aware of reasons why a reader might **not** respond to your request. A reader will not agree to your request if there is the slightest possibility that:

- they will be inconvenienced
- they feel they are being taken advantage of
- they think they might lose control of the situation

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In your letter, you must reassure the reader that none of this will happen.

Possible concerns	How the reader might be reassured in the letter
<ul style="list-style-type: none">• They will be inconvenienced	<ul style="list-style-type: none">• Say the interview will only be short• Say you will do all the arranging• Say you will meet their requirements for when and where to have the interview
<ul style="list-style-type: none">• They feel they are being taken advantage of	<ul style="list-style-type: none">• Be careful with the flattery – too much is dangerous
<ul style="list-style-type: none">• They think they might lose control of the situation	<ul style="list-style-type: none">• Give them all the questions first• Let them make all the choices