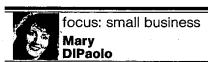
Most small businesses can write better sales letters

As a freelance writer and marketlasked to prepare company propos
als, brochures and other written materials for organizations of all size
tion never fails to come up:
tion never fails to come up:
tion never fails to come up:
tion sever seles letters are designed to
race harge numbers of current and
potential customers at the same
time. They must explure readers' attention and interest—while further
convincing them to do whatever it is



audience — and to sell them right to keep on reading or file your letter away.

Next, the opening of the letter can make or break its overall effect. It is at this point where recipients decide a rouse interest if you want your au-

dience to read one.

Little-known facts, "startling" statistics and quotable quotes that pertain directly to the point of your letter would be appropriate to use in this section. And whatever you don't start off your letter with salutations such as "Dear Loyal Customer meaningtes greeting, 19" a stready obvious to the reader that a sales letter is not a personal letter.

Maintaining reader attention until the letter ends is a trickler proposition, yet it is possible when you make your point immediately, expand upon it and wrap it up. Don't waste words or include additional information that causes you to stray from your original point. If you want your material to promote a particular product or service of your business, don't confuse your readers by

marketplace

Jim Muir Oldsmobile/GMC Trock will give away a 1990 Oldsmobile Calals to benefit Toys for Tots. Tick-ets are \$50. Sales close Nov. 2 or when 100 tickets are sold. The deal-

when 100 tickets are sold. T ership is at 42955 Can Dyke.

mentioning everything else that you offer. Your company brochure is meant to be used for this purpose, not your sales letters.

Also plan your letter so it will be written from the readers' point of view. Why should readers call your for an appointment, visit your shop or buy your product/service? What makes you any different (and better) than the competition? How reputable are you? The answer to these questions explaining the benefits of doing business with you ensures that your sales letters will be written from the proper perspective.

Mary DiPaolo is the owner of MarkeTrends, a Northville busi-ness consulting firm. She is also producer and host of the cable television series, "Chamber Per-spectives,"

Ross Roy Productions was pre-sented a Business TV (BTV) Award for producing a live satellite feed that introduced Chrysler Corp.'s Guaranteed Rebates program to its

datebook

. LEGAL ASSISTANTS

Friday, Oct. 26 — "Bankruptcy Law and the Legal Assistant" 9 a.m. to 4:30 p.m. near Rochester. Fee: \$95. Info: 370-3120. Sponsor: Oakland

TIME MANAGEMENT

BUSINESS WRITING
Friday, Oct. 26 — "Organizing
and Composing Letters, Memos and
Reports" 9 a.m. to 4 p.m. near Rechester. Fee: 495. Info: 370-3033.
Sponsor: Oakland University.

ALTERNATIVE MINIMUM

TAX
Friday, Oct, 26 — "Corporate Alternative Minimum Tax" 8:30 a.m.
ASSOCIATION
no non in Troy, Fee; \$70. nile 6898282 Ext. 260. Sponsor: Walsh College.
ACCOUNTANT REVIEW

A CCOUNTANT REVIEW

ACCOUNTANT REVIEW
 Saturday, Oct. 27 — Certified
 Management Accountant examination review Part I (economics,
 finance and management). \$300.a.m.
to 3:30 p.m. near Rochester. Fee:
 \$95. Info: 370-3120. Sponsort dakind
 University.

GRE WORKSHOP Saturdays, Oct. 27 through Dec. 1
 Graduate Record Examination preparation workshop 9 a.m. to 12:30 p.m. near Rochester, Fee: \$135. Info 370-3120. Sponsor: Oakland Univer-

• TIME MANAGEMENT
Friday, Oct. 25 -- "Time and Resource Management" 845 a.m. to
430 p.m. in Troy. Fee: \$140. Info:
689-8282. Sponsor: Waish College.

• BUSINESS WRITING
Evides Oct. 25 - "The New Psyin Southfield. Fee: \$39. Info: 3622424. Sponsor: Yes . . . A Positive
New College.

SUCCESS
Monday, Oct. 29 — "The Psychology of Success" begins at 7 p.m. in Southfield. Fee: \$35. Info: 352-2424. Sporsor: Yes . . . A Positive Network.

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iestatie "

BUSINESS PLAN
PREPARATION
Mondays, Oct. 29 through Nov. 12
"Business Management II: Business Plan Preparation" 6-9:30 p.m.
in Troy. Fee: \$135. Infc: 689-8282
Ext. 260. Sponsor; Walsh College.

BUSINESS ADVICE
 Treaday, Oct. 30 — Business advisory services conference for CPAs 8
 a.m. to 4:30 p.m. in Troy. Fee: \$105.
 Info: 855-2288. Sponsor: Michigan
Association of CPAs.

MANAGING CHANGE
 Tuesday, Oct. 30 — "Change Management" 7-10 p.m. in Birmingham.
Fee: \$35. Info: 433-2093. Sponsor:
MasterStream Technology.

• IMPROVING PART-TIMERS
Tuesdays, Oct. 30 and Nov. 6 —
"Part-Time Professionals" 7-9:30
p.m. in Troy. Fee: \$125. Info: 879-7596.

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ANALYTICAL
PROCEDURES
Wednesday, Oct. 31 — "Analytical

Procedures, SAS No. 56" 8-10 a.m. in Troy for CPAs. Fee: \$35. Info: 689-8282 Ext. 260. Sponsor: Walsh College.

JOB FAIR

• JOB FAIR

Wednesday, Oct. 31 — Job fair 9
a.m. to 4 p.m. in Southfield. Inci225-9888. Sponsor: United Way for
Southeastern Michigan.

Information for this column
should be sent to the business edistor, Observer & Eccentric Newspapers, 38251 Schoolcraft, Livonia 48150.

Information must be received
by Monday to be published in the
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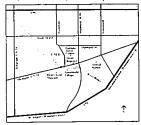
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SPEAKEHS:

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JOHN L. KRIEMAN Is Vice Prosident & Trust Officer of Comerica Bank. Mr. Krieman has over 21 years of banking oxperience in trust and estate administration.

JOHN G. FIKE is Director of Plannod Giving for the Salvation Army, Eastern Michigan Division. Mr. Fike has served a variety of not-for-profit groups in the midwest.

THOMAS F. ROST Is President of R. G. & G. R. Harris Funeral Homes, Inc. He is president of the Preferred Funeral Directors international and also president of the Detroit Executive Association.

GERALD HOFFMAN is President of Hoffman Accounting & Tax Service. He has over 20 years of experience in taxallon land easte planning.

oxperience in textallon land estate planning.

KAY.E. BRUNS is a Life Underwriter Training Council Fellow (LUTCF) for Century Companies of Marcine and a member of the National Association of Life and Health Underwriters.

WILLIAM MONTGOMERY is an attorney and candidate for District Judge in Garden City. He is President Elect of the Garden City Klavanis and former chairman of the Garden City Planning

TUESDAY, OCTOBER 30 3:00-5:30 P.M. OR 7:00-9:30 P.M.

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