

Worksheet 4: A mail shot

1 Discuss the following questions.

- 1 Have you ever received a mail shot or e-shot? If so, how effective are they? What features of a mail shot make it successful?
- 2 Have you ever sent a mail shot or e-shot? If so, what were you trying to sell or promote? What techniques did you use?

2 Read the mail shot and answer the questions.

- 1 Which company has sent the mail shot, what service do they offer, and why has Jack been chosen as a recipient?
- 2 Which of the following techniques are used in the mail shot to get Jack's interest and attention?
 - using first names and 'you' to make it personal and direct
 - flattering the reader and making them feel special and unique
 - providing an 'objective' testimonial from a happy customer
 - using a formal, polite tone
 - providing a special offer or offer of preferential service
 - providing a sense of urgency
 - giving a lot of detail about any offers made
 - being chatty and conversational in tone
 - using a PS at the end to grab the reader's attention one last time

Hi Jack!

As a frequent flyer and valued customer, we wanted to drop you a line to say **thank you** for recently choosing BigFlightSite. We are the world's most popular flight-booking site owing to our unbeatable prices and great special offers, so it's really smart of you to have chosen BigFlightSite to book your recent flight to London.

We wanted to remind you that BigFlightSite can help you save by tracking airfare prices before you book so that you get the best possible offer, as well as by tracking prices after you've booked in case you may be eligible for a partial refund. Just think – you really can't lose if you choose BigFlightSite!

Don't take our word for it though. Check out our testimonials from satisfied customers.

'I've saved my company over three thousand dollars this year by booking with BigFlightSite'

Brad Lewis, Electron Inc., Houston

'No other flight site can compete with BigFlightSite's reliability and customer service.'

Susie Scott, Elegance Fabrics, Seattle

And, remember, as well as providing great service, we offer regular promotions so as to keep our best customers satisfied. So, we're offering you a 10% discount on top of any other saving on the next flight you book as long as it's a business-class flight with one of our selected airlines. So, happy flying and stay smart – keep using BigFlightSite.

Yours

All at BigFlightSite

PS Hurry! Our special offer is only available to the end of the month!

3 Match these ‘money-saving’ phrases from the mail shot to their definitions (1–5).

unbeatable price	special offer	partial refund
regular promotion	10% discount	

- 1 when you get some of your money back
- 2 when the cost is so low nobody else can better it
- 3 when you get a reduction, service or gift that is usually given
- 4 when an amount of money is taken off the price
- 5 when you get a reduction, service or gift that is not usually given

4 Replace the expressions in bold (1–6) with the expressions in the box that have the same meaning.

so that	owing to	so as to	as long as	on top of	in case
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- 1 You can make great monthly savings **because of** our unique way of tracking prices.
- 2 Join our website **in order to** take advantage of our very special offers.
- 3 We contact all major retailers, **our aim being that** we can find the best price for you.
- 4 **Provided that** you return the product in seven days, we won’t charge you anything.
- 5 Our service will provide you with a full guarantee **as well as** lots of useful extras.
- 6 You’ll want to take out our insurance protection **as a provision against a situation in which** something unforeseeable goes wrong.

5 Write a mail shot to a regular customer from one of these companies. Include a special offer or promotion, at least one testimonial, and a PS.



PC PROTECT
Reliable protection for people who regularly work and play online

ENJOYFILMS

Great movies to rent online for people who really know about cinema!



SPONGE CAR CLEANING

Immaculate care and cleaning service for executives who take pride in their cars

I CAN	
write a mail shot using the correct register	<input type="checkbox"/>
recognise and use some features of mail shots	<input type="checkbox"/>
use linking expressions	<input type="checkbox"/>