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[Herman Holtz's](#) PREFACE

**1: The Gentle Art of Persuasion**

The most basic persuasion principle; some examples of human needs; what is "self-interest"? emotional needs are a first consideration... ..but reason has a role to play, too.

**2: Situations Requiring Persuasive Writing**

General sales situations; direct versus indirect selling; selling tangibles versus selling intangibles; selling services versus selling goods; small-tag versus big-tag sales; selling a new product versus selling a new brand; the customer's perception; persuasion often requires an entire campaign; other situations calling for persuasive writing; custom projects; major equipment sales; study and other reports; job hunting; general correspondence; the message sent versus the message received; a reader profile.

**3: The Different Written Instruments of Persuasion**

Proposals; brochures; specification sheets; advertisements; press releases; reports; professional-journal articles; trade-journal articles; magazine articles; speeches; sales letters; direct-mail packages; newsletters; house organs; books; miscellaneous mots; similarities and differences; situations and needs dictate methods.

**4: Credibility Is a First Requirement**

What, in fact, is credibility? conditioning and preparation for belief; generalysis; the elements of credibility; the futility of logic as an argument; one way to cope successfully with bias; the characteristics of the presentation itself; specificity as a factor; the emotional impact of language; aids to achieving credibility.

**5: How to Write Advertising Copy**

Madison Avenue is more than a street name; the elements of an advertisement; arousing interest; creating desire; demanding action; always use that path of least resistance; another perspective on the elements of advertising; promises; proofs; headlining; finding the most appealing promises; malcommunication: its cause and treatment; the

evolution of persuasion strategy; the real crux of strategy; aids to identifying/selecting the issue; on cleverness and subtleties; summary.

## **6: How to Write Sales Proposals**

Proposals are not what they used to be; perceptions of the customer still count most; how many kinds of proposals; how proposal requests are born; two basic reasons for proposal requests; what the contractor does with the RFP; what is a proposal?; the deadly sins of proposal writing; the basic musts of proposals; needs versus problems; the need for an issue; why you need an issue; how to identify opportunities to raise issues; how to develop a winning proposal; the promise; identifying the true want; strategy; theme; qualifications of proposer; a few special items.

## **7: How to Write Direct-Mail Packages**

What is direct mail? a grab bag or a carefully designed package? direct-mail marketing theory; my own basic theory, the other side of the coin; a basic design; promises and motivators; steps in selecting the promise and motivational strategy; the premise; getting to yes; writing the sales letter; the brochure.

## **8: Miscellaneous Situations and Requirements**

Almost all situations are sales situations; job hunting and resumes; news releases; what is "newsworthy"? speeches; specialized advertisements; newsletters and other special promotional items; promotional materials; a few personal, special situations.

## **9: Roundup**

Situations may change, basic principles do not; it comes down to self-interest; credibility; what others want to believe; evidence and credibility; using the principles; communication.

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