**Question - 1  
HomeAway Email Introduces New Leader (September 2016)**

<https://www.bizcominthenews.com/files/hello-owners-and-property-managers.pdf>

**Discuss the type of approach used (direct/indirect).**

The type of approach observed in this email is a direct approach. The purpose of the email is stated in the beginning of the email. The direct approach is the most appropriate to convey this kind of message as it is tailored for a professional setting and is the right size to deliver this kind of message.

**How was the message organized? Was it effective?**

The message is very well organized. The email starts directly with the core purpose of the message. The email is then followed by providing evidence, reason and very thoughtfully leading to the conclusion. Yes it is effective due to the following reasons:

1. the length of the email is perfect
2. there is no unnecessary information or redundancy
3. it clearly states the purpose
4. provides supporting information for the decision made
5. provides a link for the audience to communicate with and share the vision of the new CEO
6. leaves the reader well informed and assured with the transition

I also see that the message is very well balanced between being professional but also carrying a personal tone from the CEO to the addressed audience.

**Is there anything you would have done differently if you were the author of the message?**

I believe that this email is a very organized email with choice words and expressions that perfectly fits the situation and conveys the message.  I would not add or change anything about it.

**How would you respond to this message (if appropriate)?**

The email is addressed to Owners and Property Managers. I would imagine the email is addressed to a huge number of audiences. For emails like these, responses are ideally not usual. In the case of responding, it would be a personal note to the CEO. My response would ideally look like this.

Hi Brian,

I personally want to thank you for your exemplary leadership and innovative vision that has made HomeAway the success it is today. While I understand that this must have been a difficult decision, I commend you for the wise move. I strongly believe in your vision and your decisions. You will be greatly missed as the CEO, but I am happy that you will be guiding and nurturing the leadership and direction as the Chairman.

I am also excited for John as the new CEO. I completely agree on your thoughts you shared about him in your email and I personally have seen his leadership as a Chief E-Commerce Officer. I am looking forward to a tremendous success and expansion in our E-commerce territory for HomeAway and a high customer turnover.

Thank you once again for setting an example to lead and serve.

Best,    
xxxxxxx

**Question 2 -  
Discuss an example of a persuasive writing you have created or received.**

I recently received a persuasive email from an insurance company. This servers as a perfect persuasive email example on how insurance agents try to persuade people to enroll for the plans they have.

*Hi XYZ:*

*Ok, you should use a lower health insurance bill every month. you must consider our health plan in the Cigna PPO Network. Call me, not available online.*

* *Catastrophic coverage for serious illness like Cancer, Heart Attack, Stroke. Max   out of pocket is $3000 with no lifetime maximum.*
* *Covers Dr. office visits with no deductible. Pays same amount for out of network or during travel.*
* *Covers annual checkup and tests like Colonoscopy, Mammogram, EKG and so much more.*
* *Prescription drug coverage*
* *Dental and vision option*
* *All through one company, one premium and you don’t have to re-apply every year.*

*Dont pay more than necessary for your medical bills. Call me for the best quote and information to see if this plan is right for you.*

*Kind regards,*

*Debbie Malcolm  
Independent Licensed Insurance Agent*

**Who was the audience and what important to them?**

Me, other customers who are looking for new health insurance plans and others who are planning to change their current insurance plans.

**What examples of ethos, pathos and logos were used?**

Pathos – “you should use a lower health insurance bill every month.” states a Pathos principle as it is based on emotion. They begin the email with the above statement to attract more customers emotionally.

Logos – “Dont pay more than necessary for your medical bills.” states a Logos principle as it is based on Logic. It persuaded people to try the new insurance plans that are being promoted by the Insurance agent.

**In what ways could the message have been more effective?**

The message can be more effective if a website link is provided in which the details of the insurance plan are mentioned. Also, a little limelight on the Insurance company and its history will help people to get an insight of what they are dealing with.

**Question 3 -**Announcement of *Ten Thousand* Retail store closings

<https://www.bizcominthenews.com/bizcom_in_the_news/2017/01/announcement-of-retail-store-closings.html>

**·       Discuss the type of approach used (direct/indirect).**

The approach used is indirect as it's delivering the bad news in the second paragraph, instead of starting with the main point.

**·       How was the message organized? Was it effective?**

The message was organized in a nice way with an introduction to the company's values, the bad news about closing some stores and firing a few employees, the reason behind the decision and finally closing the message with thanking the customers and staff for supporting the company. Given the structure of the message, it was effective.

**·       Is there anything you would have done differently if you were the author of the message?**

Personally, I feel that the message was effective and properly structured so I wouldn't change anything in the message. Another point that I liked was that the author didn't apologize directly in the email instead he gave an explanation for the decision and expressed that it was a difficult decision, letting the readers know that he sympathizes.

**·       How would you respond to this message?**

The message is addressed to all the employees and the customers as well, I do not feel it's necessary to respond to the message.