



Morgantown Hospital

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Minneapolis, MN 55413
(612) 378-4000
morgantownhospital.org



DRAFT

April 2, 2003
Dr. Roberta Landau
Menken Clinical Outreach Center
New Paltz, Minnesota 55112

Dear Dr. Landau:

Overloaded sentences

Wordy introductory phrase

Needs transition! and change to active voice

Redundant (see intro)

Needs transition

Yikes! much too abrupt. And add part about bimonthly follow-up visits

I am writing on behalf of Morgantown Hospital to invite you to serve in the capacity of consultant for the development and implementation of a clinic designed to provide short-term treatment of anxiety disorders. Our development team is well-acquainted with your clinical experience with anxiety and is familiar as well with your expertise in the area of outpatient services. Our hope is that you will advise our development team on issues of staffing and treatment protocols for the new clinic.

It is our plan currently to design the clinic as a small outpatient division affiliated with Morgantown Hospital. The clinic would be staffed by ten mental-health specialists, all of them board-certified psychologists and LSWs. It would offer short-term treatment for anxiety disorders, which we know to be your particular research and clinical interest. The clinical program will include both group and individual therapy. On a monthly basis, specialists will be invited to address the general public about the diagnosis and treatment of anxiety disorders.

We would ask you to attend a consultant's meeting on June 5, 2003, for which transportation and accommodation will be provided, to review and suggest changes to our current staffing and treatment plan. You will be paid \$2,000 for attending the meeting.

If you have questions with reference to the project, please contact me at (612) 378-6168, Mon.–Fri., 8:00 a.m. to 4:30 p.m., or by e-mail at blakoff@m hosp.org. We look forward to working with you.

Sincerely,

Benjamin Lakoff
Associate, Research and Development

Subordinate reference to experience; distracts from main point

Not parallel

Transitions within sentences

No — she's not involved in this part

Too much information

Emphasize our desire to work with her

Figure 5–1 Draft of a Persuasive Letter (with Writer's Notes)