

Model Document: Persuasive Letter

Commuter Aircraft Corporation

7328 Wellington Drive
Partridge, Ohio 45424
commair.com

March 8, 2010

Adele Chu, Permissions Editor
Poet's Press, Inc.
One Plaza Way, Suite 3
Boston, MA 02116

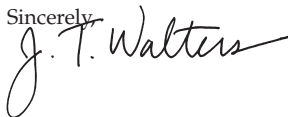
Dear Ms. Chu:

Thank you for responding so quickly to my request for permission to reprint the poem "Flight" in the pilot's manual for our new Aerosoar 100 Commuter.

I am writing to express concern about the fee you have requested for the use of this selection. It is much higher than we expected. Because the manual is an instructional booklet distributed to pilots free of charge, the budget for this project is strictly limited, particularly for nontechnical, ancillary materials such as poetry. We continue to feel that the poem would interest and even inspire our readers, however, and we would like to ask you to consider lowering your fee to make this possible. To meet the demands of our budget, we are able to pay no more than \$300 for each selection in the manual—considerably less than the \$900 you have requested.

I hope you understand our position and that you will consider reducing your fee for the use of this material. Thank you for considering my request. I look forward to hearing from you.

Sincerely,



J. T. Walters
Publications Manager

cc: Legal Department

(890) 321-1231
Fax (890) 321-5116
jtw@commair.com

Complimentary and courteous opening

Statement of problem, its basis, and counteroffer

Restatement of request and respectful closing

Figure 3-4 Persuasive Letter

Source: Walter E. Oliu, Charles T. Brusaw, Gerald J. Alred (Bedford/St. Martin's 2010)