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10 Secrets For Writing Killer Complaint Letters

By Shaun Fawcett, M.B.A.

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Complaint letters aren't always fun, but sometimes they need to be written. Often, if people don't complain the problem agency (i.e. company or government) won't even know that the problem even exists. Here are 10 strategies for writing complaint letters that I have developed that are guaranteed to get you attention and action.

1. Write to the senior person responsible.

It is important that you get the name and detailed mailing address of a very senior person responsible for the product or service that you are complaining about. I generally try to write to the V.-P. level. Never go below Director level if you want a serious response. Name and address information can be obtained from the organization's Web site or by calling the company and asking for the name and title of the senior person who you should write to.

2. Don't send an e-Mail.

When it comes to sending a serious complaint to a company, don't send an e-mail, regardless of what it may say on their Web site. E-mails are usually handled dismissively by low level "customer service" people. If you want serious attention and action, the formal written complaint letter is the only way to go. (yes, by snail mail!). When it arrives in the V.-P.s office, it triggers a bureaucratic process that ensures that the right people will see your letter, and will act on it.

3. Keep it as short as possible.

Preferably no longer than one page, two at the most. When drafting a complaint letter there can be a tendency to go on and on just to make sure the recipient gets the point. Keep it as short as possible, but without diluting the facts of your message too much.

4. Give it a heading for identification.

Place a heading at the top of the letter with information that the company or agency will relate to, such as your account number or customer number. Make it easy for them to find you on their computer filing system.

5. Clearly explain the situation.

Make sure that you give all of the specific details needed so that the company/agency can verify your claim without you having to get into an endless game of telephone tag with them. Include specific dates, times and places, as well as the names of people you dealt with. If you're not sure of these when composing the letter, call them back and ask for the specifics. (You don't have to say it's for a complaint letter).

6. Use a positive and respectful tone.

I have found that the best approach is to use a positive upbeat tone. Remember, you are writing to a senior person who probably sympathizes with what happened to you. Your tone should convey the message that you are the innocent victim and you understand that the company wouldn't have done such a thing deliberately.

7. Send copies if appropriate.

There can be cases where it is wise to send a copy of the letter to other parties just to make sure that you will get some serious action. For example, in a case where you have been told to write to a Regional Manager of a program, it is often a good idea to make sure that someone in head office also gets a copy. I sometimes send a copy to customer services or customer relations, offices at the national level.

8. "Shame" them as much as possible.

Companies that claim and advertise high levels of customer focus and service do not like to be criticized in those areas. If you have a strong case that makes them vulnerable in one of these areas, use as much ammunition as you can to embarrass them in these sensitive areas. Modern marketing terms such as: customer relationship management (CRM), one-to-one marketing,

most valuable customer (MVC), and customer–centric focus, all tend to get their attention. Also, using such terms makes you sound like an authority.

9. Imply you might take your business elsewhere.

I always do this near the closing. Companies don't like to lose customers, especially long–time customers. Senior marketing people are well aware that study after study has shown that it costs five to seven times as much to recruit a new customer as it does to hold on to an existing one.

10. Ask for an early reply.

In the closing paragraph of your complaint letter, state specifically that you are expecting an early reply. Make sure that you follow–up by phone or e–mail if you have heard nothing in three weeks. Some companies will send you an acknowledgment letter stating that they are working on your case and will get

back to you within a week or two.

Use the above strategies and you are sure to get action from your complaint letters. And, don't forget the old truism "the squeaky wheel gets the grease"!

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By Shaun Fawcett from his new one–stop writing help e–book "Instant Home Writing Kit". Full of tips, tricks, and secrets on how to write personal and business letters, resumes, cvs, papers, e–mails, essays, and business reports. Includes dozens of formatted downloadable real–life templates. Check out this time and money–saver at: <http://www.instanthomewritingkit.com/>
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Shaun Fawcett M.B.A., is a Canadian–born and based writer, consultant, journalist, and publisher who has worked in many professional capacities over the years. He is also the Webmaster of the one–stop writing help Web site: www.writinghelp-central.com. Every week, thousands of people visit that site to obtain tips, advice, and resource information on everyday writing including: personal and business letters, resumes, cvs, reports, essays, and term papers.

Killer Ad Copy

By Phil Basten

Not everyone is a writer. Good copy writing is a science and can be learned over time. Great copy

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writing is an art and should probably remain in the hands of those who can craft it well.

Words have power. They can make you laugh, cry experience great joy, provide encouragement or they can destroy your confidence. They need to be used very carefully. You can compell people to take an action you want through the power of your words.

When writing sales copy, you need to consider what response or action you want your reader to take.

To do this you need to talk to your reader on a personal level, get them emotionally involved in and draw them in through the power of your words.

Paint a picture of what your product or service will do for them and then anticipate and answer all of their questions and doubts before they have a chance raise them.

Many books on copywriting have been written. They can guide you and teach you to be a better writer than you are now – mostly by getting you to avoid making a gross faux pas thereby making your ad copy acceptable or passible.

For the most part, however, if you are not a good writer, you probably never will be.

You can face this reality in one of two ways. You can tear your hair out and expend valuable time and energy trying to do what you cannot or you can get help – not book help – professional help from someone with the know how, expertise, experience and the talent to write compelling, effective ad copy.

Good sales letters can mean the difference between making sales or not making them. They are critical to the growth of any business. They are an absolute **MUST HAVE**, if you are serious about succeeding.

When you need great ad copy, hire a killer Sales writer and use their talents to enhance your sales letters or your website. It's well worth the investment.

Phil Basten, President of JPE Advertising, is widely recognized on the net as a copywriting expert. He has 35 years of advertising and marketing know how under his belt. He can write you compelling, Killer sales copy designed to boost your sales. Right now you can even Hire Phil's talents Free. See how here...

Phil Basten is President of JPE Advertising. This well known Online Ad Agency has been operating online since 1997.

Mr Bsten has 37 years of advertising experience working for some of the world's most prestigious ad agencies, Ogilvy and Mather, Fortune Advertising and Leo Burnett,

He is known as the AD Man called on frequently to write persuasive, direct response, ad copy for literally thousands of clients offline and online.

Killer Ad Copy

How To Write Killer Sales Letters

Secrets We Keep From Those We Love

Consumer Tips: Not Happy With Your Purchase? Here's How To Get Results

Make Your Complaint Heard & Get Results

Build Your Own Mail Order Empire

Write Around The World FREE!

Instant Info-Product Business

The Golden Book Of Proof

Forbidden Psychological Tactics



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