Martin 8th Grade Language Arts

***Business Proposal Essay***

 For this assignment, you’ll be writing a short essay (250 words min.) describing a business service that you’ll be offering. Your goal will be to convince your audience (potential clients) that they should hire you. Here’s a general outline off of which you might work:

* Introduction paragraph: Begin by presenting situations in which your service would be necessary. You’ll need to establish a need (kairos). This may be done by posing relatable questions or situations to your audience.
* Body Paragraphs: Within your essay, you should utilize each of the three main appeals: personal (ethos), logical (logos), and emotional (pathos)
* Conclusion paragraph: End by employing a strong call to action with exigency.

Your business proposal should also include the following elements:

* language appropriate for your potential clients
* pricing information.

***Pre-Write Notes:***

A) What are some potential services you might be able to offer? To whom might you offer them?

B) Persuasive writing terms:

**Kairos** is the ancient Greek term for “the right occasion.” To sell you service, you need to explain to your audience what the occasion would be for your service. When would they need it? To do this, you might ask them questions (“Has this ever happened to you?...”) or describe a situation (Imagine this…) to get your audience to believe that your service is valuable and that there’s an urgent need for it.

**Ethos** is the Greek term for “personal appeal.” Once you have your audience believing a need exists for your service, you need to convince them that you’re the person they want for the job. This can be done by highlighting your knowledge and experience concerning the service and by showing that you have strong character. You must persuade the reader that you know how to do the job and that you’re reliable, trustworthy, and friendly. You must introduce yourself to your potential client so they feel like they can trust you.

**Logos** is the Greek word for “logical appeal.” With this appeal, you’re trying to convince the audience that using your service makes good sense. In fact, they would be using poor judgment not to use your service. Logical appeal is entirely based on facts and data. For logical appeal, it’s important to provide a detailed, well-thought out explanation of how your service will work and why it will be effective. Your audience needs to know what they’re buying. They must believe that your service will be well worth the money.

**Pathos** is the Greek term for “emotional appeal.” With this final appeal, you are trying to get your audience to become emotionally invested in your sales pitch. You may play on the audience’s *sense of fear* as to what bad consequences may occur if they don’t use your service. You may appeal to their *desire for happiness* by describing the positive results your service can provide. You might appeal to their *desire for flattery* by making them feel that they’re extremely smart for considering your service. Another possibility is to appeal to their *sense of pity*, so that they’d feel bad if they did not hire you. You might also appeal to their *senses of pride, compassion, anger, acceptance, and morality (right and wrong)* to influence your audience so that they’re in the mood to ask for your service.

**Call to Action** is a marketing term which refers to the point in a sales pitch (usually at the end) in which the salesperson ask the client to take action—to buy their product or service. You’ll need to tell your audience what to do next with a somewhat forceful tone. How can they purchase your service? The call to action usually employs a “hard sell” (“buy my product now”) made up of imperative sentences (commands) rather than a “soft sell” (“think about it and get back to me”).

**Exigency** means “a sense of urgency.” A sense of exigency, the need to purchase now, goes hand-in-hand with a strong call to action. Often, exigency is created by stating that a special discount or offer won’t last long. Or, the salesperson might offer a special deal only if the client purchases their service immediately.

C) Let’s see these terms in action. Watch the following commercial for Stanley Steemer: (<https://www.youtube.com/watch?v=kQB_Rgg8npg>

 Kairos—allergens, dust, pollen, pet dander

 Ethos—familiarity, friendly, nice guy, cute kid, clean house, certified AAFA (1st)

 Logos—animation to show how it works, 94%

 Pathos—KYLE IS SNEEZING! HE HAS ALLERGIES!!!!!!!

 Call to action—Call Now

 Exigency--$99 deal

**Brainstorming/Outline Sheet**

*Have the following page completed for class on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.*

1) What is your business’s name?

2) Record some questions or situations you might provide in your introduction to establish the need for your service?

3) Jot down some details below that you may use to help create personal appeal.

4) Jot down some details below that you may use to help create logical appeal. How it works!!!

5) Jot down some details below that you may use to help create emotional appeal.

6) What deal or discount might you offer to create exigency?

***Rubric*** (Rough Draft—50 points/Final Copy—100 points)

--Ideas (12pts/24pts)

--Effective use of logical appeal (3pts/6pts)

--Effective use of emotional appeal (3pts/6pts)

--Effective use of personal appeal (3pts/6pts)

--The details of the service are well-explained (3pts/6pts)

--Organization (12pts/24pts)

 --Effective use of kairos in introduction (4pts/8pts)

 --Effective use of call to action and exigency in conclusion (4pts/8pts)

 --Proposal is put together in an easy-to-understand manner (4pts/8pts)

--Voice (5pts/10pts)

 --tone and language is appropriate for the intended audience

--Word Choice (5pts/10pts)

 --descriptive word choice contributes to persuasive proposal

--Sentence Fluency (6pts/12pts)

 --a variety of sentence patterns are used (3pts/6pts)

--sentences are clearly and interestingly phrased to grab attention (3pts/6pts)

--Conventions (10pts/20pts)

 --effective use of paragraphing (3pts/6pts)

 --no grammar, punctuation, or spelling errors (7pts/14pts)

 --meets length requirement (-2pts every 10 words below 250 words)

***Extra Credit: Use this proposal to earn actual business (7 points if customer is related to you/15 points if not)***

Joe Student

October 29, 2015

Joe’s Rake ‘n Take Leaf Service

 Hi there. My name is Joe Student, an 8th grader at El Paso-Gridley Junior High, and I’m here to talk with you about all these leaves in your yard. Ahh, the beautiful colors of autumn. These reds, oranges, and yellows look glorious until you remember what a pain it is clean them all up, right? Forget the backbreaking labor of raking all these leaves up. Forget the lingering, smoky stench clinging to your clothes and home. This fall, take a break and hire Joe’s Rake ‘n Take Leaf Service to remove autumn’s little present from your lawn.

 Don’t want to waste your weekend and your back cleaning up all those leaves? Let me do the work. I’ve lived in Gridley all my life; you may know my parents, Bill and Jill Student. For the past two years, I’ve mowed lawns for a number of very pleased customers and built up my college savings. Of course, the grass quits growing in the fall, so I figured, “Why not expand into the leaf business?” My mowing customers will tell you I do quality work in a reliable, timely manner. My teachers will tell you the same when it comes my school work. I’ll work hard when it comes to your yard.

 My rake ‘n take system is simple and effective. After school or over the weekend, I’ll come to your property and use my rake and leaf blower to comb your yard clear of clutter as I pile up the leaves. Next, my dad will come by in his truck, he and I will load the leaves up, and finally, we’ll dump them at the city dump. This way, you won’t have to worry about potentially dangerous leaf fires or endure the strong, penetrating smell of burning leaves. It’s quick, it’s clean, and it’s reasonably priced! You’ll get all of this for only $10 per hour!

 Weekends and evenings are for relaxing and spending time with loved ones. Who has time to move rake-full after rake-full after rake-full of leaves to the curb, only to burn them and stink up the entire neighborhood? It’s time to kick back and enjoy the beauty of fall, not be burdened by it. It’s time for Joe’s Rake ‘n Take Leaf Service! Sign up now for my service and I’ll offer you $1 off my regular hourly wage. What a deal! Plus, it’s first come, first serve. Sign up today at a discount, and you’ll be the first person on the block with a clean yard rather than the last. So may I sign you up?

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