

BCM 247
Lab Exam 2 – Negative Messages

You are the owner of a small motel and campground in a popular resort area. Brent Womack and his family have come to your motel for a two-week vacation each summer for the past five years. Year after year they have written to you in February to reserve the same efficiency apartment. Because your motel is perhaps the best in the area, all space for the summer months is reserved by May 1 of each year.

The Womacks wrote to you in February, but discovered April 2 that the letter had not been mailed. They called your office that day while you were on a business trip. When you returned to the office this morning, your assistant told you that the Womacks had called and that all motel space for the entire summer had been reserved by March 23. A few good campsites, however, are still available for some weeks during the summer.

You would like to help the Womacks, and you would like for them to return to your motel next summer. After several phone calls, you decide to write a letter.

Instructions:

1. Write an indirect letter to the Womacks. Their address is 89 Hawthorne Avenue in Los Alamos. They live in New Mexico. The zip code is 95622. Be sure to provide a counterproposal.
2. Format the letter in Full Block with Open Punctuation using traditional spacing.
3. Create a letterhead with your company's name and address.
4. Provide a convincing argument to your reader without copying this wording directly. Write from the reader's perspective.
5. Be sure to proof for spelling and grammar.
6. View your document before printing to ensure it looks like the form described in your book and shown in class.
7. Save your message as Negative Letter to the desktop.
8. Print your letter and staple it to the back of the evaluation form, evaluation form side face up. Please put your name in the right hand corner of the form.
9. Remember to sign your letter.
10. **Turn in your evaluation form/letter to your instructor.**
11. **Upload your document in the Assignment module of WebCT under Lab Exam 2.**