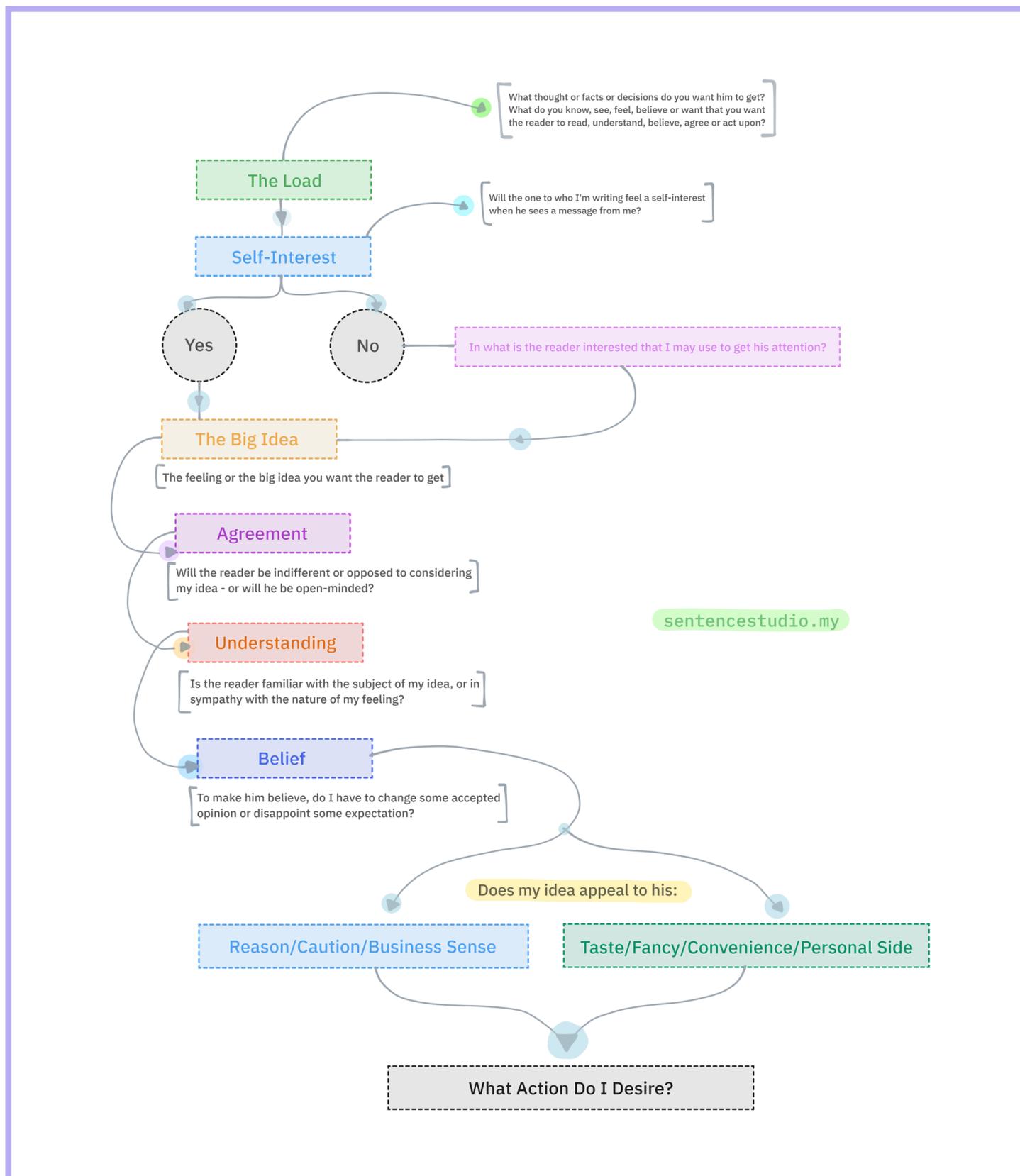
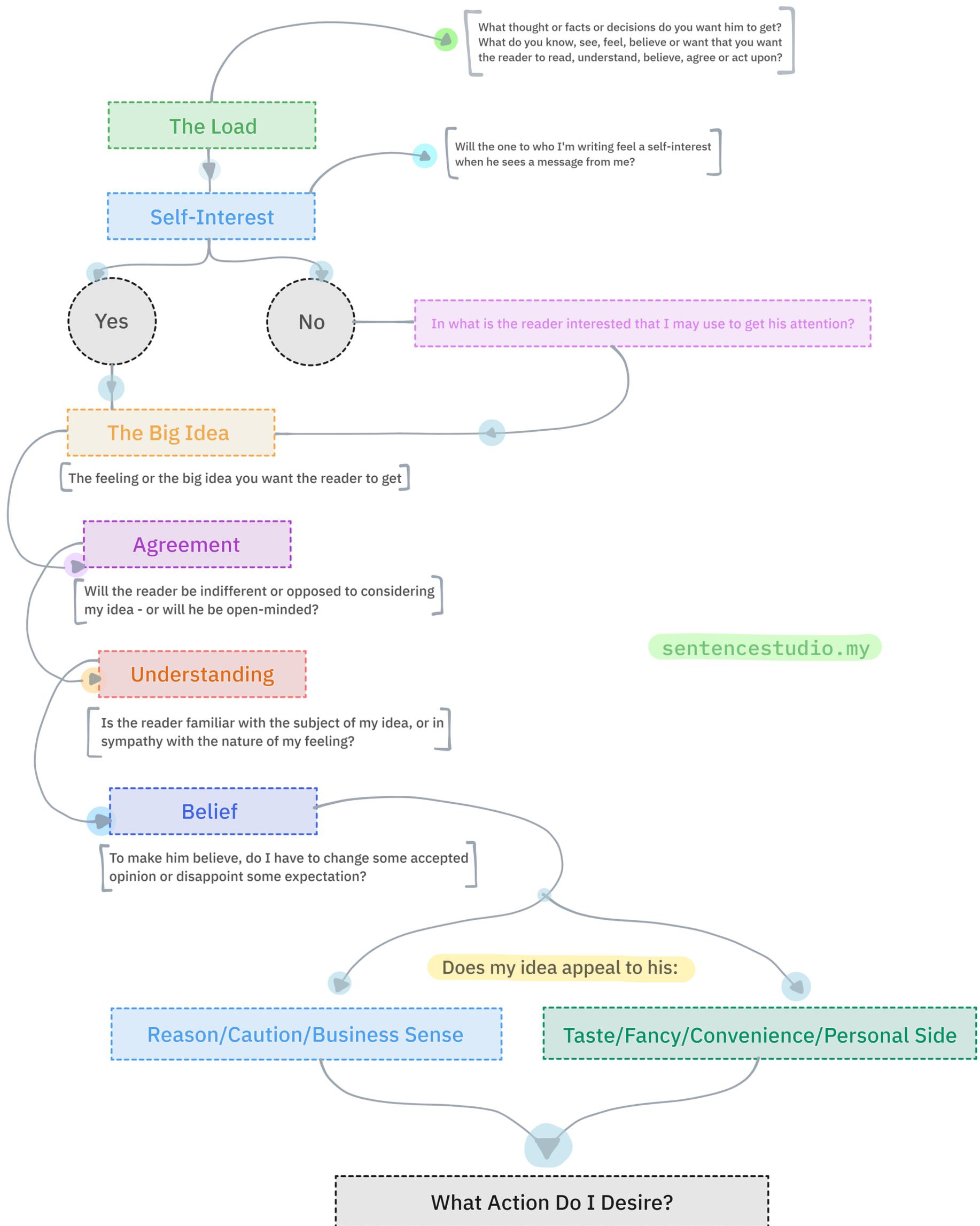


Sizing-up your message

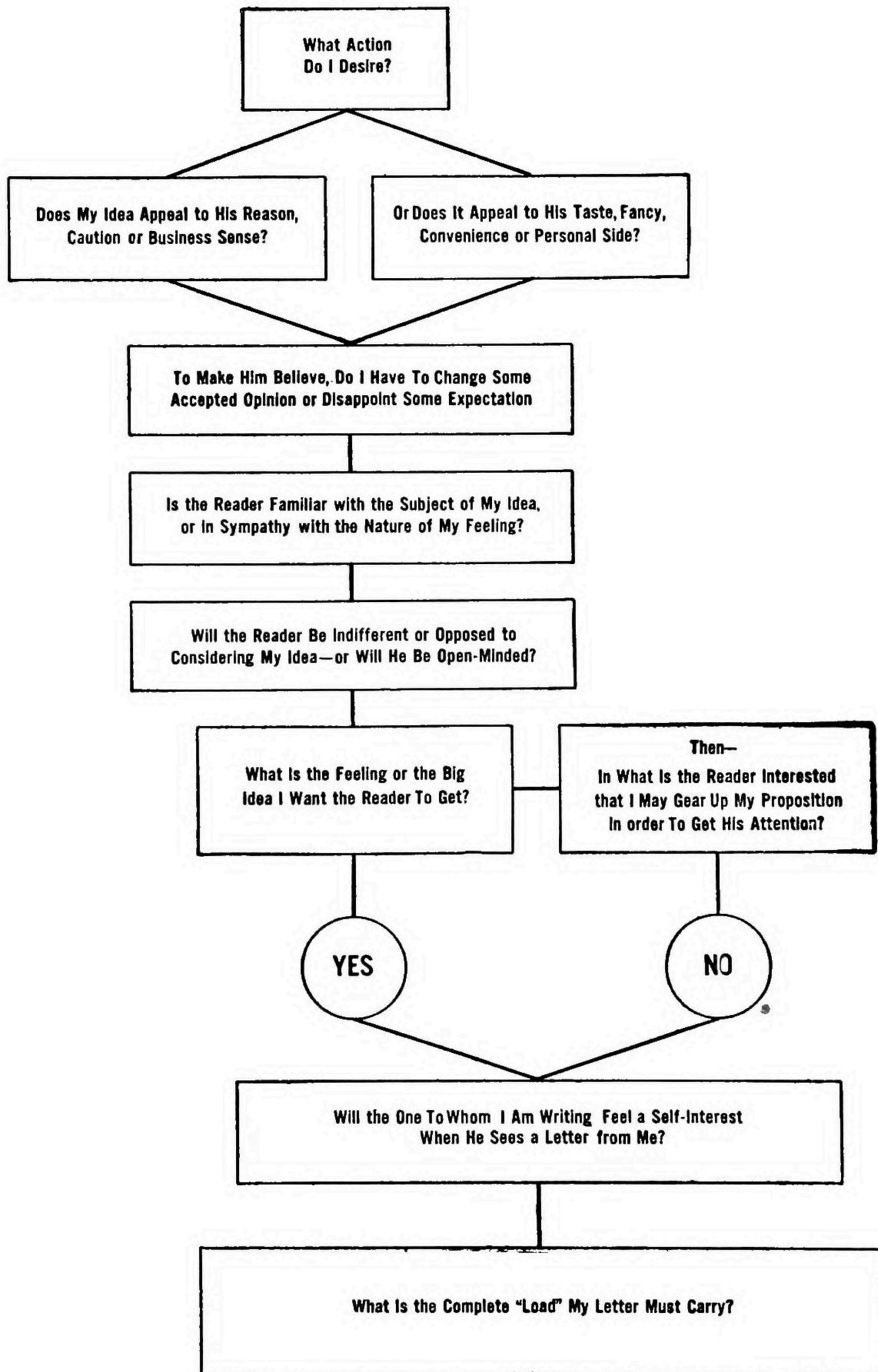
EXAMPLES



The Size-Up Chart (VISUALIZED)



The Size-Up Chart (ORIGINAL)



PLEASE NOTE:

These examples are from a **1922 book**.

Please don't get hung up on the *writing style* itself – **it's a bit dated**.

Focus on the chart and how it's used to frame messages. That's the key takeaway here.

EXAMPLE 1

A LETTER TO SMITH

So, you need to tell your friend Smith you can't **lend him money**. Smith, who's done you a ton of favors without ever asking for anything in return.

You've been waiting to return the favor, but now that he needs something, **you can't deliver**.

How do you even write that letter? What do you say? What do you not say? How do you make him understand? How do you soften the blow?

On the next page, there's a **chart** that lays it all out. See how *every angle* is covered.

~~What Action Do I Desire?~~

Does My Idea Appeal to His Reason, Caution or Business Sense?

~~Or Does it Appeal to His Taste, Fancy, Convenience or Personal Side?~~

To Make Him Believe, Do I Have To Change Some Accepted Opinion or Disappoint Some Expectation?

Yes my decision will disappoint his expectations

Is the Reader Familiar with the Subject of My Idea, or in Sympathy with the Nature of My Feeling?

yes

Will the Reader Be Indifferent or Opposed to Considering My Idea—or Will He Be Open-Minded?

Likely to oppose it as he thinks I have plenty of money

What is the Feeling or the Big Idea I Want the Reader To Get?

my trust in him and my desire to be of service

Then— In What Is the Reader Interested that I May Gear Up My Proposition in order to Get His Attention?

YES ✓

~~NO~~

Will the One To Whom I Am Writing Feel a Self-Interest When He Sees a Letter from Me?

I trust Smith and glad to accommodate him — but I can't spare the money

What is the Complete "Load" My Letter Must Carry?

MAN'S SHOE STORE LETTER

Imagine you're running a men's shoe store, and spring is officially here.

You've got a killer new collection, and you need to let the men in your city who *haven't shopped with you before* know about it.

You've got the perfect spring shoes waiting for them—**every style, every size**. You want them to come in and find their perfect fit.

Here's a little exercise for you. **Take this scenario and map it out on the chart—now.**

On the next page, you'll find the very chart I'm talking about.

What Action Do I Desire?

To keep us in mind and come in when convenient

~~Does My Idea Appeal to His Reason, Caution or Business Sense?~~

Or Does It Appeal to His Taste, Fancy, Convenience or Personal Side?

To Make Him Believe, Do I Have To Change Some Accepted Opinion or Disappoint Some Expectation?

yes - he probably believes his present store is as good as any.

Is the Reader Familiar with the Subject of My Idea or in Sympathy with the Nature of My Feeling?

no - he is familiar with shoes but not technical names.

Will the Reader Be Indifferent or Opposed to Considering My Idea—or Will He Be Open-Minded?

Probably indifferent as he is not trading with us now.

What Is the Feeling of the Big Idea I Want the Reader to Get?

That our stock and is so big and complete that it matters what kind of shoe he wants, it must be here

Then— In What Is the Reader Interested that I May Gear Up My Proposition in order To Get His Attention?

His feet— either in their comfort or appearance — or both

~~YES~~

NO ✓

Will the One To Whom I Am Writing Feel a Self-Interest When He Sees a Letter from Me?

To interest a man in a new shoe and induce him to come here for them

What is the Concrete "Load" My Letter Must Carry?

EXAMPLE 3

BUSINESS BOOKS LETTER

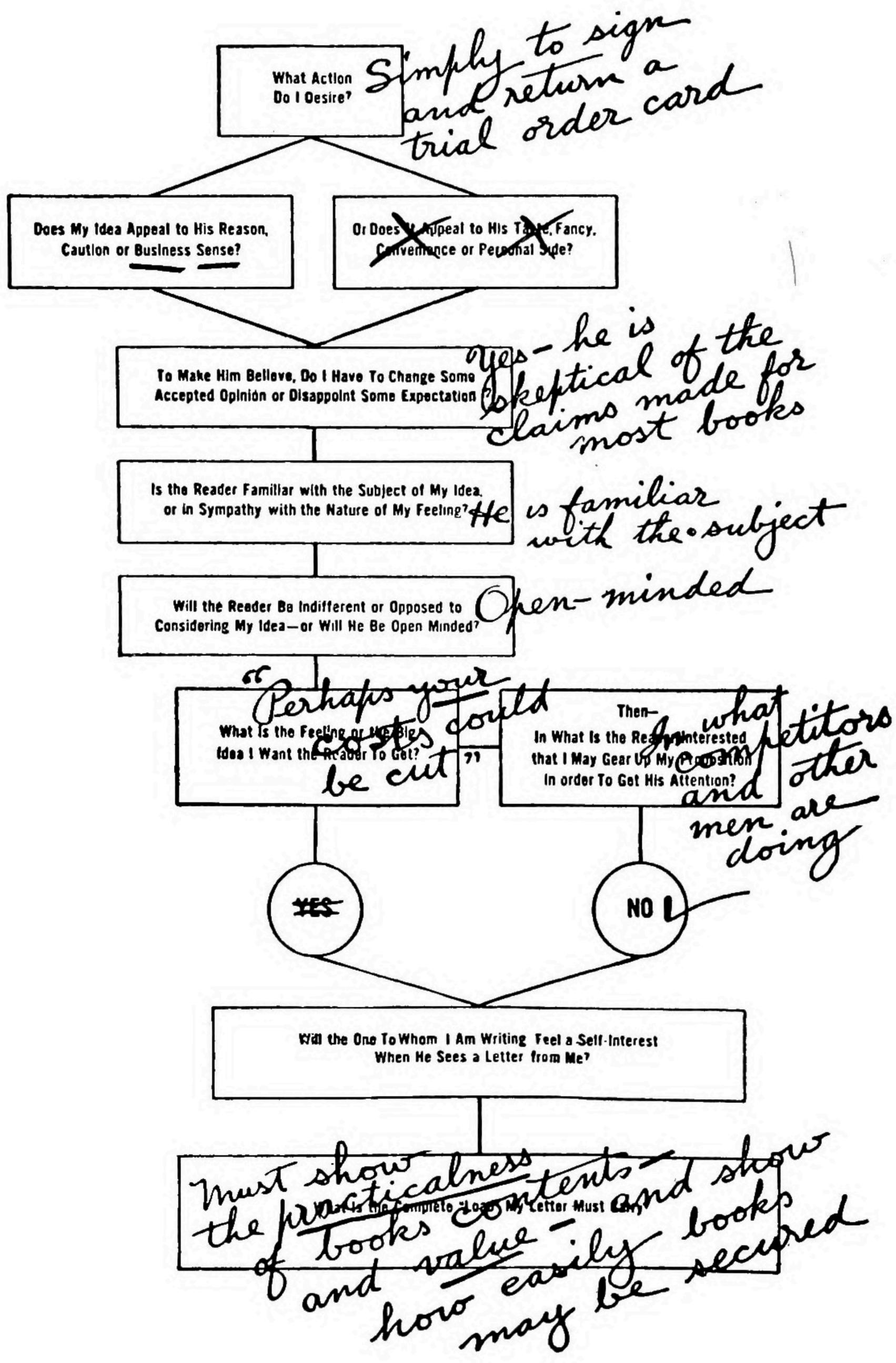
Here's the scenario:

You're marketing a business magazine, and you need to write a letter to people who have *never subscribed before*.

Your goal is to persuade them to **sign up**.

You need to grab their attention, convince them of the value, and get them to take action.

Map it out on the chart. On the next page, you'll find the original size-up chart.



What Action Do I Desire?

Does My Idea Appeal to His Reason, Caution or Business Sense?

Or Does ~~It~~ Appeal to His Taste, Fancy, Convenience or Personal Side?

To Make Him Believe, Do I Have To Change Some Accepted Opinion or Disappoint Some Expectation?

Is the Reader Familiar with the Subject of My Idea, or in Sympathy with the Nature of My Feeling?

Will the Reader Be Indifferent or Opposed to Considering My Idea—or Will He Be Open Minded?

What Is the Feeling or the Big Idea I Want the Reader to Get?

Then— In What Is the Reader Interested that I May Gear Up My Proposition in order To Get His Attention?

YES

NO

Will the One To Whom I Am Writing Feel a Self-Interest When He Sees a Letter from Me?

Must show the practicalness of books and value how easily books may be secured

BONUS

AN INVESTMENT PROPOSAL

Here's a proposal written by a **seasoned businessman**:

Dear George:

Can you and your partner take \$5,000 each, and lend me \$5,000 on a \$20,000 deal? It is a 1/32 royalty on a piece of property right near the Dunkley farm and already has five producing wells, yielding 670 barrels a day, and will likely develop not less than 20 wells by next year. The sixth well will be shot next week. Two dry holes so far. It looks good to me and I would like to get a half in it but happen not to have the ready money just now. If you don't feel like making me the loan, would you two take the three quarters for yourselves? Let me know at once as I have to give an answer by the 22nd.

Hastily,

ORIGINAL

His friends trusted him *implicitly*, ready to invest based on his word alone. But the **letter was so unclear**, they couldn't tell if he wanted to borrow **\$5,000 from each of them** or **\$5,000 total**. They had to wire for clarification, which caused a delay. And that delay cost them the royalty.

Now, let's see **how using the chart would have helped**.

Dear George:

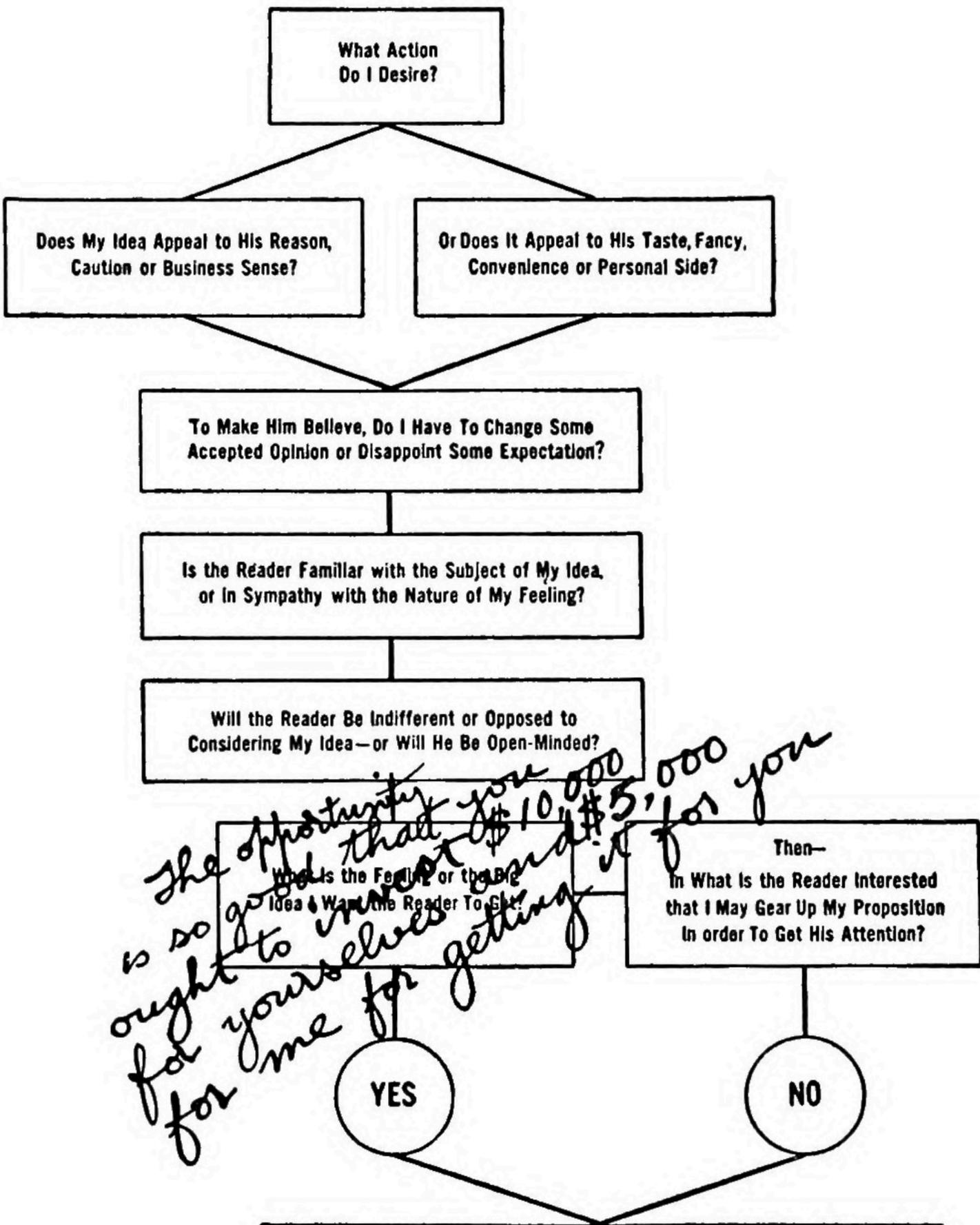
There is a 1/32 royalty offered for sale on a piece of property right near the Dunkley farm. It already has five wells producing 670 barrels a day, with prospects for at least 20 producing wells by next year. Only two dry holes found so far. A sixth well is to be shot next week.

\$20,000 swings the deal and it looks so good to me that I would like to get in on half interest.

Now can you and your partner take a half for \$10,000 and then lend me \$5,000 to help me swing the second half? — I haven't the whole \$10,000 available right now but can raise \$5,000. The deal must be closed quickly. Write or wire at once as I must give an answer by the 22nd. If you don't want to lend me \$5,000 do you want to take three-quarters for yourselves?

Hastily,

IMPROVED



the opportunity you are offering is so good that I would like to invest \$10,000 for you for myself and \$5,000 for you

What is the Feature or the Big Idea & What the Reader To Get?

Will the One To Whom I Am Writing Feel a Self-Interest When He Sees a Letter from Me?

A 1/32 Royalty for \$20,000 located - would like to be had for all prospects - myself - property. Well located - would like to take half of it for \$5,000 - with fine prospects for \$10,000 - but need loan of \$5,000 - can you take half of \$5,000 and between you to swing my share? Or will you take all?



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