

## Fascination Mission: WSJ Ad

1. The title (clearly stating success in a big font, with no other image or details to hint or detract the reader).
2. Letter starts off with a story that is easy to follow.
3. The story involves two students, ambitious and rearing, plus recent graduates - exposes a particular target audience who have felt or are feeling these emotions.
4. The story provides a time skip of the students, showing us quickly about their positions 25 years later.
5. Both students, despite setting off the same, have different life outcomes (one of success and one of mediocrity).
6. The situation of both students draws in readers who have felt like the latter (unsuccessful) despite holding the tools to become the former (successful).
7. The idea that one has reached success and new heights while the other is stagnant in their ways has a strong secondary theme of reputation and respect (even though it isn't mentioned).
8. Both work in the same company (no digress or differences in work history; makes reader realise that they have near identical path dependency).
9. Clear, open structure with paragraphs (no huge paragraph that looks like a wall of text).
10. Each paragraph has a set purpose, to establish new information or to tie up the previous information neatly.
11. Clear separation of themes with subheadings
12. Rhetorical questions that hit the reader about how the differences in people's lives, no matter how similar, culminate into such drastic outcomes down the line
13. The question is answered with the likely answers any reader will establish, before stating that they are wrong and then providing the true answer to success.
14. It gives the answer without ambiguity or generalisation - simple and cutthroat response by the paper.
15. The line directly after states how the publisher will provide this true answer to success.
16. The narrative doesn't veer off to another story or sentiment right after answering a crucial question held closely by the reader
17. The true answer of success is established as the product the letter is selling (subscription to the WSJ).
18. After mentioning the product, the answer declared as the true means to success is mentioned again.
19. The provision of knowledge is what the WSJ can provide, and that provision can overcome the stifling roadblock to a successful career.

20. Aforementioned, the WSJ is proposing its product as a means to reach success that can establish a better social standing (company president versus company employee).
21. The next subheading divulges into the WSJ, about how it is not like any other publication, promoting product uniqueness against competitors (NY Times, Forbes, Reuters, the Economist, Financial Times etc).
22. The perks and USP(s) of the WSJ are mentioned clearly with pride ("It's the country's only national business daily"), and that the collaborations and collating that goes into this product means it receives attention and reciprocation like no other.
23. For the reader, the frequency (daily business reports) means they will never be short of insights and business information that, whether accumulated as a whole or cherry-picked, will drive the reader to opportunities to reach their dream state.
24. The letter notes the point above in a simple ending statement for this subheading: "The Wall Street Journal gives you all the business news you need—when you need it."
25. The next subheading starts with a paragraph detailing the publisher's account of the Journal (a publication by the WSJ); there is an overview of all the information provided on just page one of The Journal.
26. For the pg. 1 of The Journal, its inscription into this letter does two things: it gives the reader an idea of what is provided by the WSJ without the need of them subscribing to see what a subscriber (or what the publisher) sees. Secondly, it convinces the reader that, with the scope of information provided on just the front page, that the statement of being an in-depth, accountable business daily must hold true.
27. The next paragraph is an account of the publisher turning over the page and almost revering another scope of information detailed by the WSJ (this time about the latest consumer spending habits, whereas pg. 1 talked about legislation, financial markets, taxation and more).
28. The second paragraph of this section also spews more information about what the WSJ includes, but only through overview (it doesn't detail the specific information about the topic that is mentioned).
29. In the third paragraph, the letter continues with what the WSJ has to offer (this whole section is a summary of the buffet of data the WSJ is offering, perhaps showing that this journal really has something for everyone). It ends with the following mention of three columns in the "Money & Investing" sections, saying that they are the "three of America's most influential and carefully read investment columns."
30. The final statement of this subsection has the best summary, implying to the reader that the WSJ is a treasure trove of information for anyone, and an absolute pity to miss out on.
  - a. "If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you."

31. The final statement makes the reader feel like the WSJ can only be enjoyed fully if one experiences it firsthand, and that no amount of secondary accounts could satisfy or compare to firsthand consumption.
32. The second to last subheading involves mentioning of the subscription - as dreaded as payments can be, the title offers the sections as "a money-saving subscription".
33. Both subscription methods are noted - the higher ticket option of a one year subscription mentions downselling (i.e., the reader would save \$40 if they opt for annual payment versus monthly payment).
34. The publisher crucially mentions the opt-out policy, about how if the journal doesn't meet expectations, then the subscriber can opt out and be refunded for any unreceived publications.
35. Finally, the publisher announces the conclusion of the little story at the start.
36. The publisher reminds us that the differences in success was Knowledge and its useful application - prior to this statement at the end of the letter, the publisher details about all sorts of knowledge hidden in the WSJ, and about how it will also detail the application.
37. Before closing off, the final subheading is titled "An Investment In Success"
38. Instead of feeling like the reader is paying for a journal, the final section is marketed as if the reader is investing money in a security or product that offers a high-yield of profits.
39. The Publisher ends with his regards, not guaranteeing success (to remove liability), but in exchange, guaranteeing that the WSJ will always be interesting... reliable... and useful." Even if the reader doesn't acquire success like the company president college student, it ensures that the reader is left with *something* from his or her purchase (sentimental or intrinsic value from enjoyment of reading, how the various topic have started interesting conversations within the reader's social circles etc).
40. Letter ends off with the signature of the publisher, as if this letter is a bespoke filing for the reader themselves (appearance of one-to-one between the reader and publisher individually, despite this letter likely to be sent to hundreds of thousands of people).