**Monday 1st February 2021**

**LO: To understand the features of a persuasive letter.**

**Persuasive techniques:**

Flattery (Complimenting the reader) Presumption (Believing that something will happen on the basis that it is most probable)

E.g. Someone as intelligent as you will… E.g. I am sure that you will agree that…

I have always admired the way you… You most probably already have plans to…

Veiled threat (Informing them of what will/ could

happen if they do not do what you are asking them to do)

E.g. If you are not able to\_\_\_\_, then…

Should you not\_\_\_\_, then…

**Can you persuade me to buy your pencil for £10?**

**(Remember to use the techniques to help you)**

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