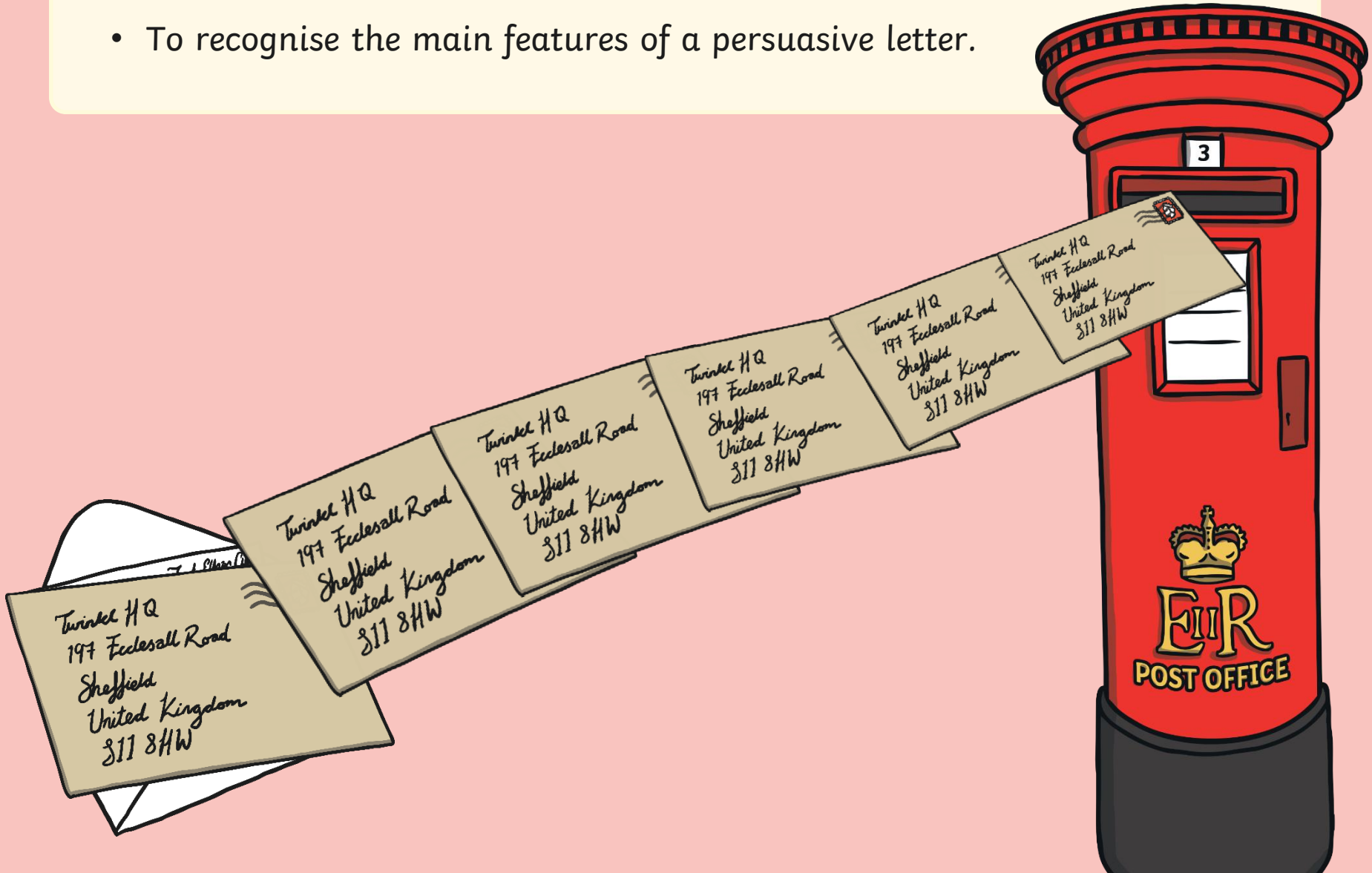


# Persuasive Letter Writing



# Aim

- To recognise the main features of a persuasive letter.



# Persuasive Letter Writing

There are some important things to remember when writing a persuasive letter.

You have to lay out your letter properly:

Write the address of who you are writing to (the recipient's address).

Write a greeting (the recipient's name).

Close your letter.

Write your full name.

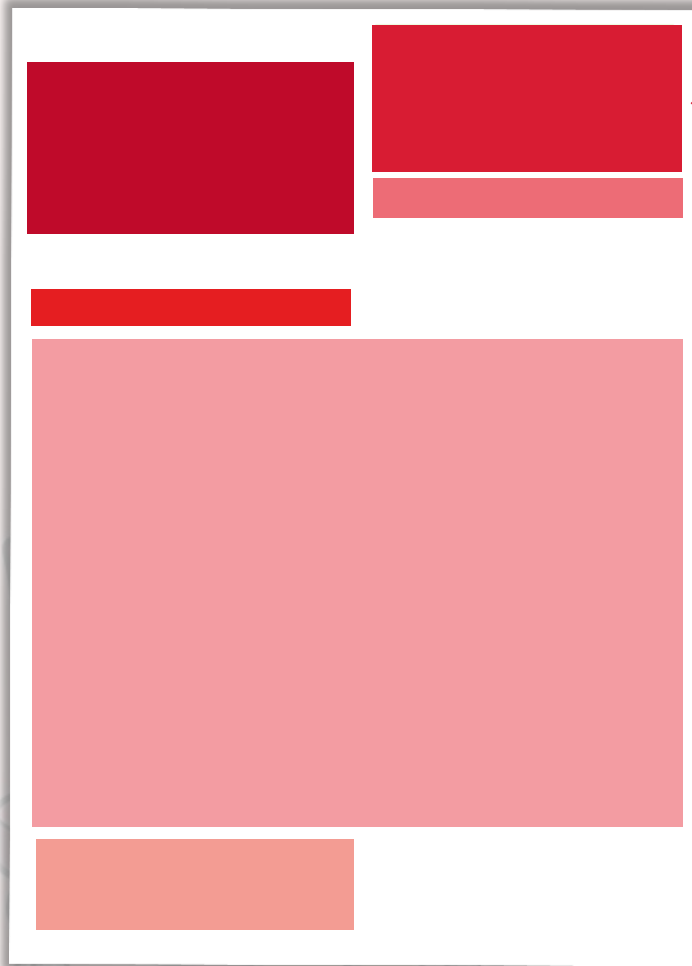
The diagram shows a vertical letter layout with several colored boxes indicating where to write different parts of the letter. At the top right is a red box for the recipient's address. Below it is a red box for the sender's address. To the left of these is a red box for the recipient's name. Below that is a large pink box for the main body of the letter. At the bottom left is a pink box for the closing. At the bottom right is a pink box for the sender's name. The background of the diagram is white with a faint illustration of a person writing at a desk.

Write your address.

Write the full date.

Write about the topic and persuade your reader.

# Your Address



This goes on the top right-hand side of the letter:

Your house  
name/number  
Street  
Town/City  
County

**Example:**  
123 Apple House  
Blueberry Road  
Exeter  
Devon

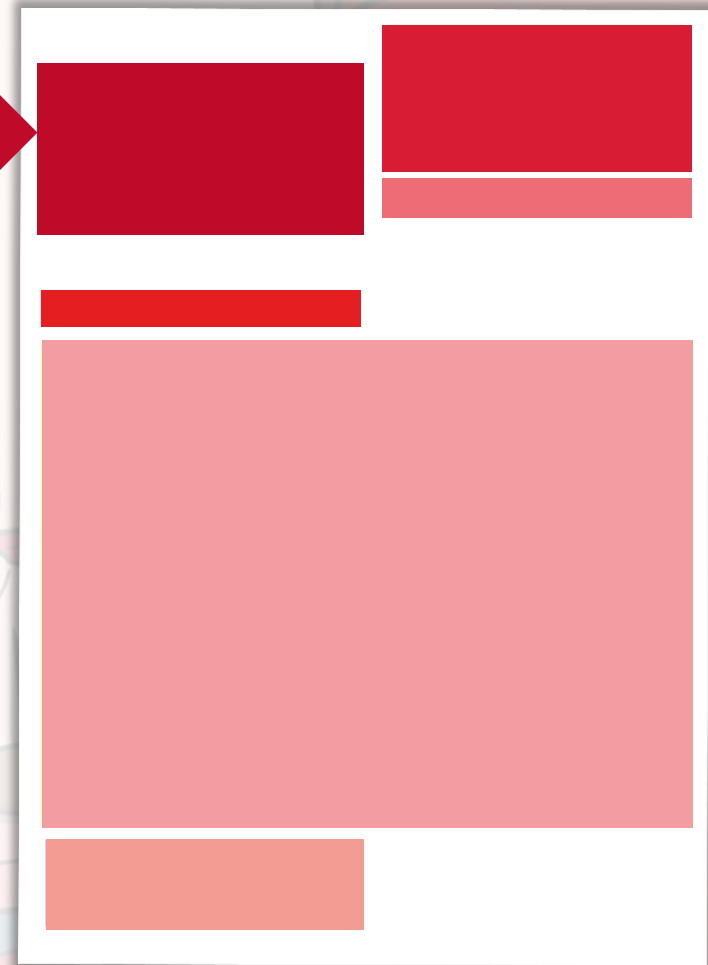
# The Recipient's Address

The address of who you are writing to goes on the top left-hand side of the letter:

Their house name/number  
Street  
Town/City  
County

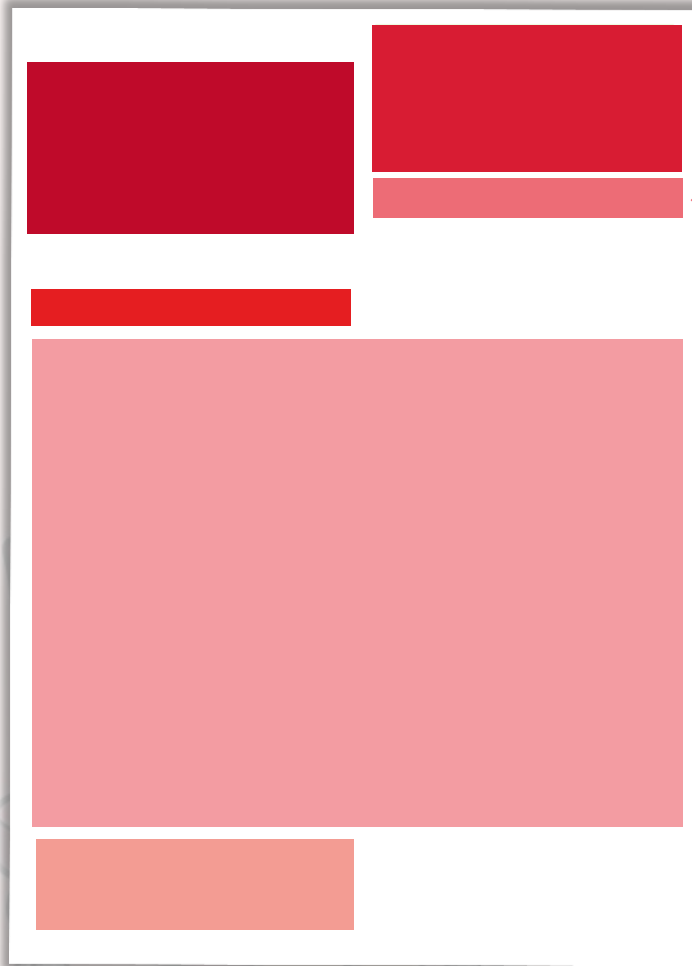
**Example:**

567 Banana House  
Raspberry Road  
Exeter  
Devon





# The Full Date



This goes on the top right hand side of the letter, under your address.

**Example:**

Tuesday 1st March 2016



# Greeting

If you **do know** who the letter is to, begin it with either Mr, Miss, Mrs, Ms and their surname, then a comma:

**Example:**

Dear Miss. Smith,

If you **don't know** who to address the letter to, begin it with:

**Example:**

Dear Sir or Madam,

The diagram shows a letter template with several red boxes and arrows. A large red arrow points from the first text box to a red box at the top left of the letter. A second red arrow points from the second text box to a red box at the bottom left of the letter. The letter template itself has a red box at the top left, a red box at the top right, a red box at the bottom left, and a large red box in the center. The background of the letter is light pink.

# Persuasive Argument

The diagram shows a structure for a persuasive argument. It consists of several red boxes of varying sizes and colors (dark red, medium red, light red) arranged in a layout that suggests the flow of an essay. At the top left is a large dark red box. To its right is a smaller dark red box. Below the top-left box is a horizontal medium red bar. Below that is a large light red rectangular area. At the bottom left is another horizontal medium red bar. A red arrow points from the right side of the large light red area towards the list of writing tips on the right.

Introduce the topic you are writing about and state the argument– do you agree or disagree? Why?

- Explain in detail, using words such as: Firstly... Secondly... In my opinion... Some believe that... I feel that... I am sure that...
- Describe, using great adjectives.
- Argue why it is so good or bad – be enthusiastic!
- Use powerful verbs.
- Give reasons for and against – use evidence.
- Ask the recipient questions to get them thinking and make them realise they need this.
- End with a summary of what you need.



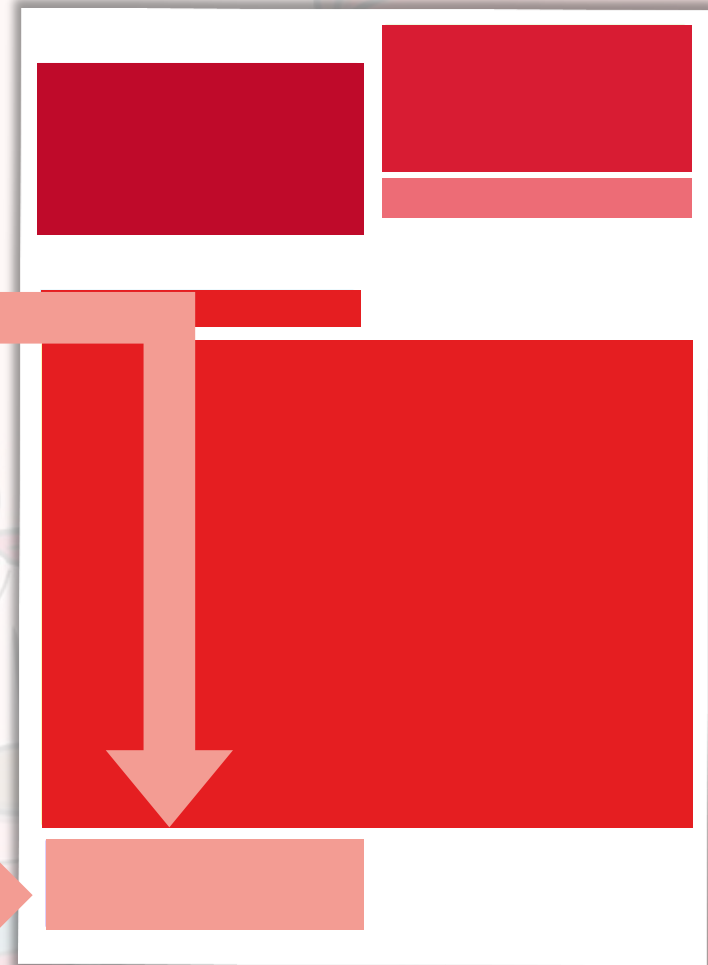
# Closing Farewell

If you **do know** who the letter is to, close your letter on the left-hand side with:

Yours sincerely,  
(Your Full Name)

If you **don't know** who the letter is to, close your letter on the left-hand side with:

Yours faithfully,  
(Your Full Name)



# Persuasive Letter Example

Wilton Junior School  
Blueberry Road  
Bettersham  
BE5 5TE

Lilywhite House  
782 High Road  
London  
N17 0BX

Wednesday 17<sup>th</sup> October 2018

Dear Mr Kane,

It goes without saying that you are at the peak of your football career. Surely you must want to support the next generation of football heroes to become the stars of football's future? That's why I'm writing to ask if you would pay a visit to my school and coach our team: the Wilton Wildcats.

Undoubtedly, your great leadership skills led England to success in many World Cup matches in 2018. The Wilton Wildcats require skilled and experienced leadership to achieve our potential. Only someone with your expertise would be able to steer our team to victory.

The Wilton Wildcats' track record has taken some unjustified hits over the past few seasons. Despite the huge effort of the team, goals are simply not being scored. With your irrefutable reputation and skills as a superstar striker, you are the missing piece of the puzzle that the Wilton Wildcats need to improve their game. Could you generously provide just one coaching session to open up years of footballing opportunities?

Ultimately, the future success of the Wilton Wildcats lies in your hands. With just one visit from you, morale can be boosted, skills can be learnt and league victory could be achieved.

Yours sincerely,  
Georgia Russell (Wilton Wildcats Captain)

