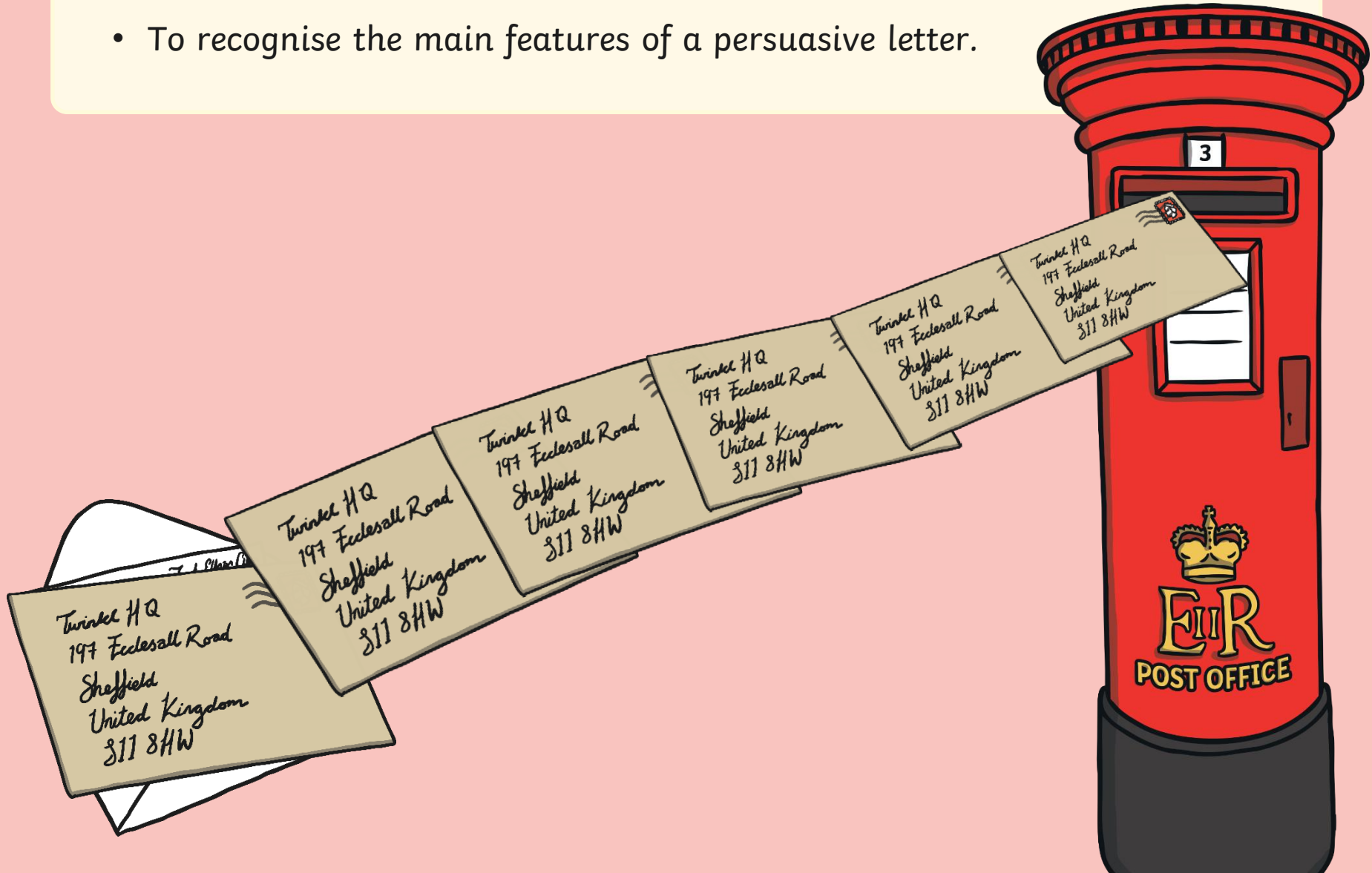


Persuasive Letter Writing



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.

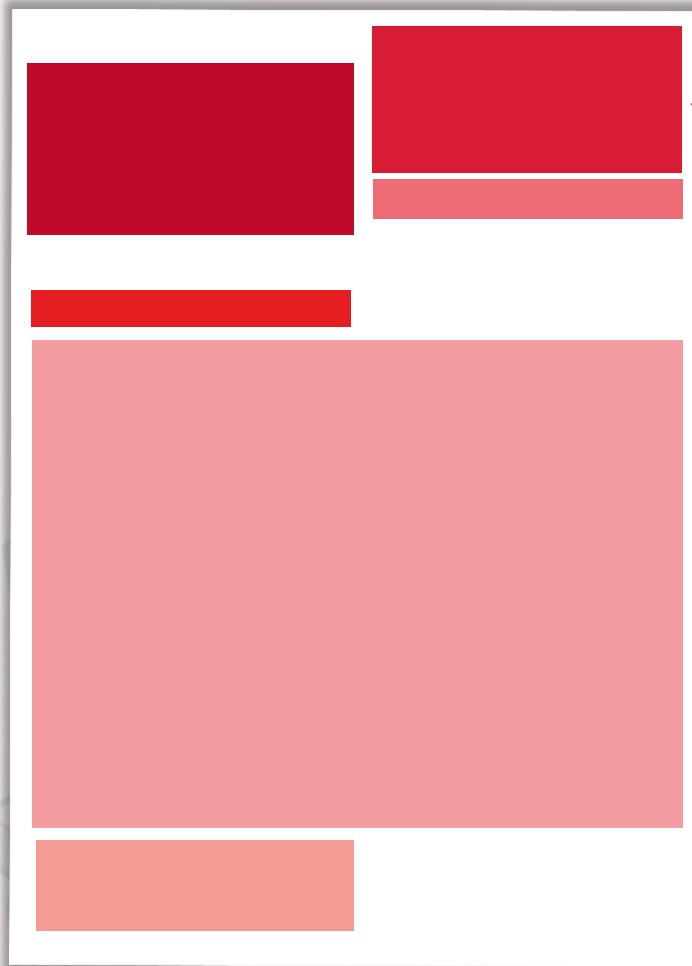
Write your address.

Write the full date.

Write about the topic and persuade your reader.

A diagram of a letter template with colored boxes for different sections. The template is divided into several sections: a top right section for the address (red), a top left section for the recipient's address (red), a middle left section for the greeting (red), a large central section for the body of the letter (pink), a bottom left section for the closing (orange), and a bottom right section for the sender's name (orange). The template is set against a background of a red postbox and a cartoon character's legs.

Your Address



A diagram of a letter template with red boxes indicating where to write the address. The boxes are arranged as follows: a large box at the top left, a smaller box at the top right, a horizontal bar below the top left box, a large box below the horizontal bar, and a horizontal bar at the bottom left. A red arrow points from the text box on the right to the top right box.

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

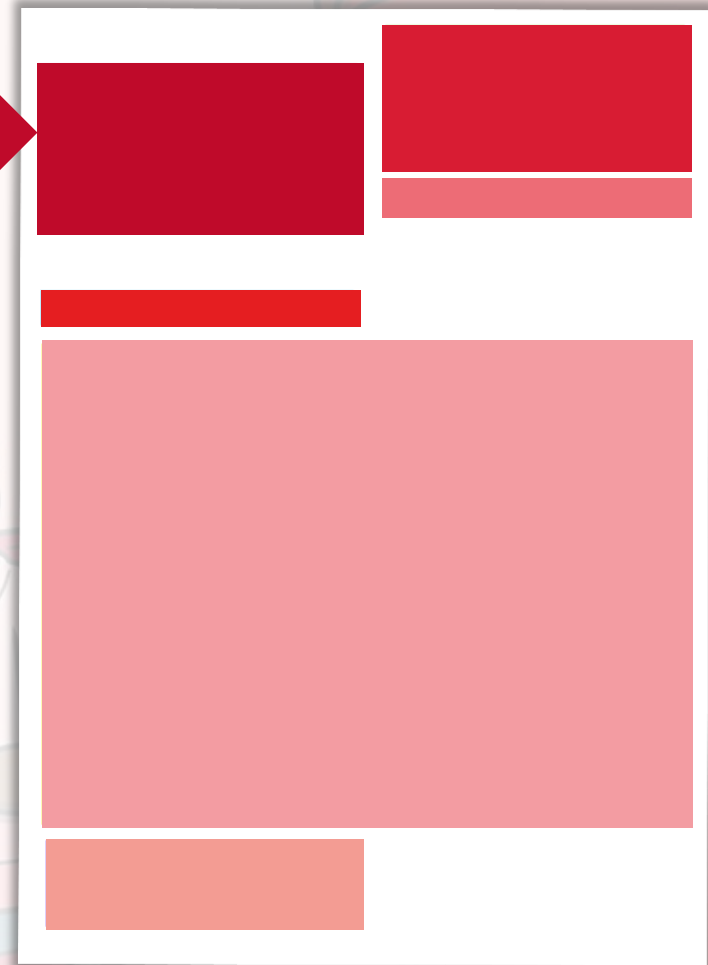
The Recipient's Address

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

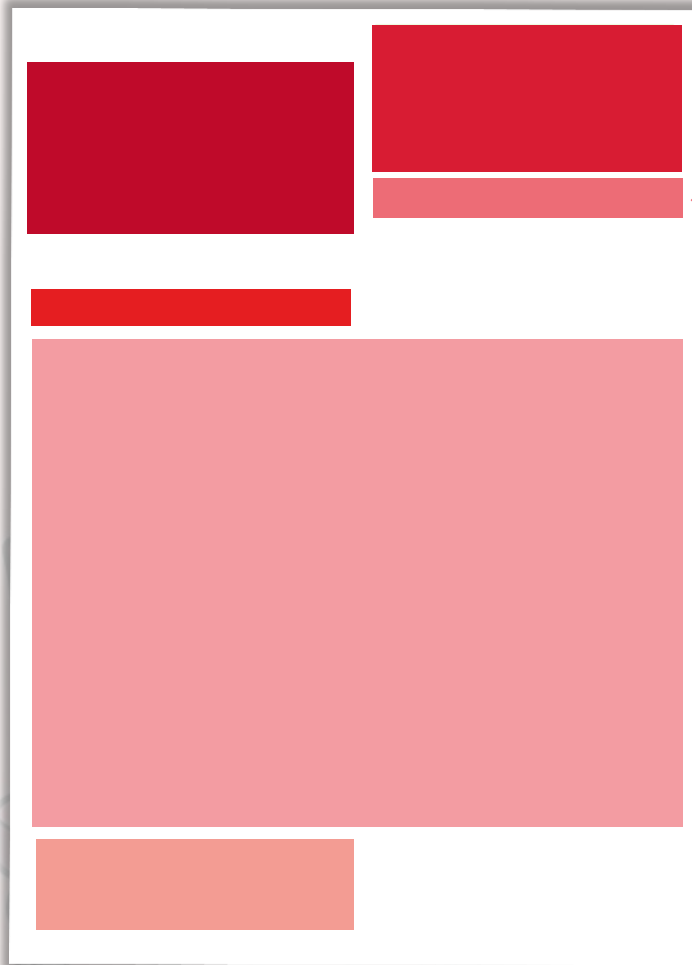
Example:

567 Banana House
Raspberry Road
Exeter
Devon



A diagram of a letter template with red boxes indicating where to place the recipient's address. A red arrow points from the text box on the left to the top-left red box. The template includes a large red box for the address, a smaller red box for the return address in the top right, and a red box for the postcode at the bottom right.

The Full Date



A diagram of a letter template. It features a large white rectangular area in the center for the letter's body. Above this area, on the left, is a red rectangular box for the return address. Above it, on the right, is another red rectangular box for the date. Below the main body area, on the left, is a red rectangular box for the closing and signature. A red arrow points from the text box on the right to the date box at the top right of the letter template.

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,

A diagram of a letter template. It features a large white rectangular area in the center. Above this area, there are two red rectangular boxes: a larger one on the left and a smaller one on the right. Below the large white area, there is a red rectangular box. A red arrow points from the text 'Dear Miss. Smith,' in the first example box to the red box on the left. Another red arrow points from the text 'Dear Sir or Madam,' in the second example box to the red box on the right. The background of the slide shows a faint illustration of a child writing at a desk and a classical building with columns.

Persuasive Argument

A diagram illustrating the structure of a persuasive argument. It features a large central pink rectangle. Above this rectangle are two smaller red rectangles. To the left of the central rectangle is a red rectangle. Below the central rectangle is a light orange rectangle. A red arrow points from the list of tips on the right towards the central pink rectangle.

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.

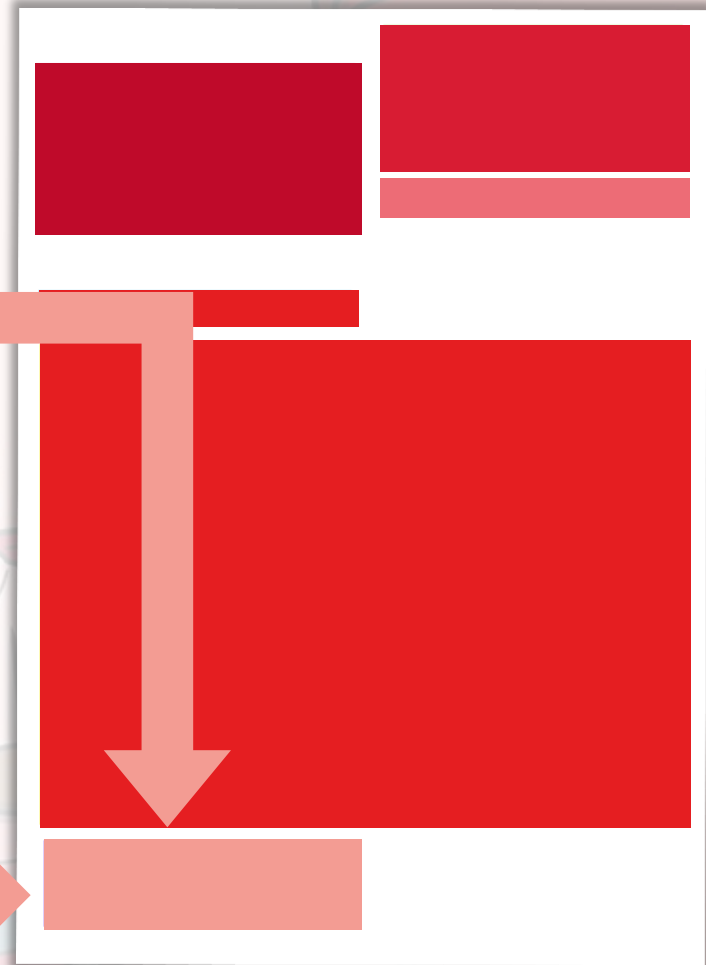
Closing Farewell

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 17th 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.

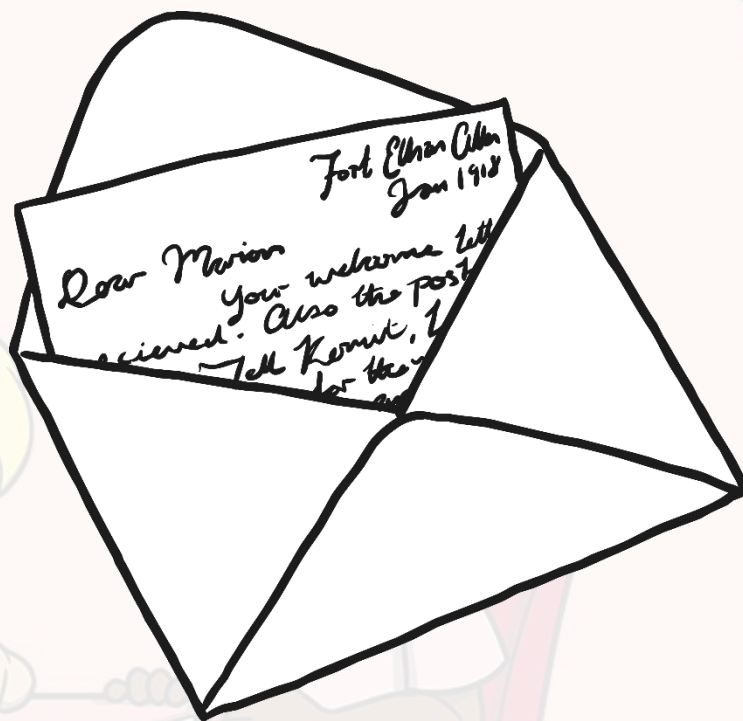
Undoubtedly, your great leadership skills led England to success in many World Cup matches in 2018. The Wilton Wildcats require skilled and experienced leadership to achieve our potential. Only someone with your expertise would be able to steer our team to victory.

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)

Now try your own!



Good luck!



