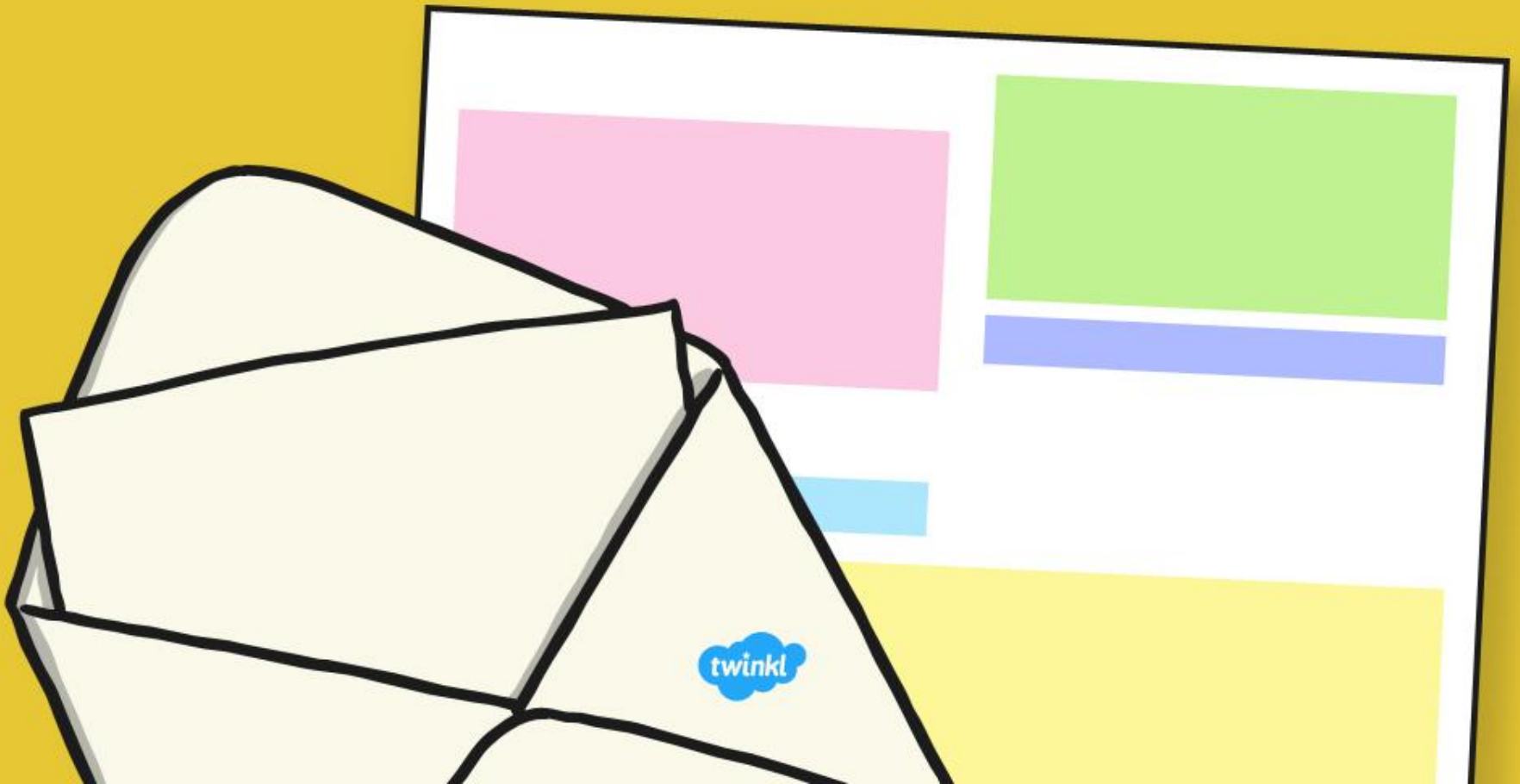


Persuasive Letter Writing



Lesson Objective

- 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 your address.
- Write the address of who you are writing to (the recipient's address).
- Write a greeting (the recipient's name).
- Write the full date.
- Write about the topic and persuade your reader.
- Close your letter.
- Write your full name.

A diagram illustrating the layout of a persuasive letter. The letter is shown on a white background with a grey drop shadow. The layout is divided into several colored rectangular sections: a pink box at the top left for the sender's address, a green box at the top right for the recipient's address, a blue box below the recipient's address for the greeting, a large yellow box in the center for the main body of the letter, and a purple box at the bottom left for the closing and signature. A small blue box is also present below the pink box.

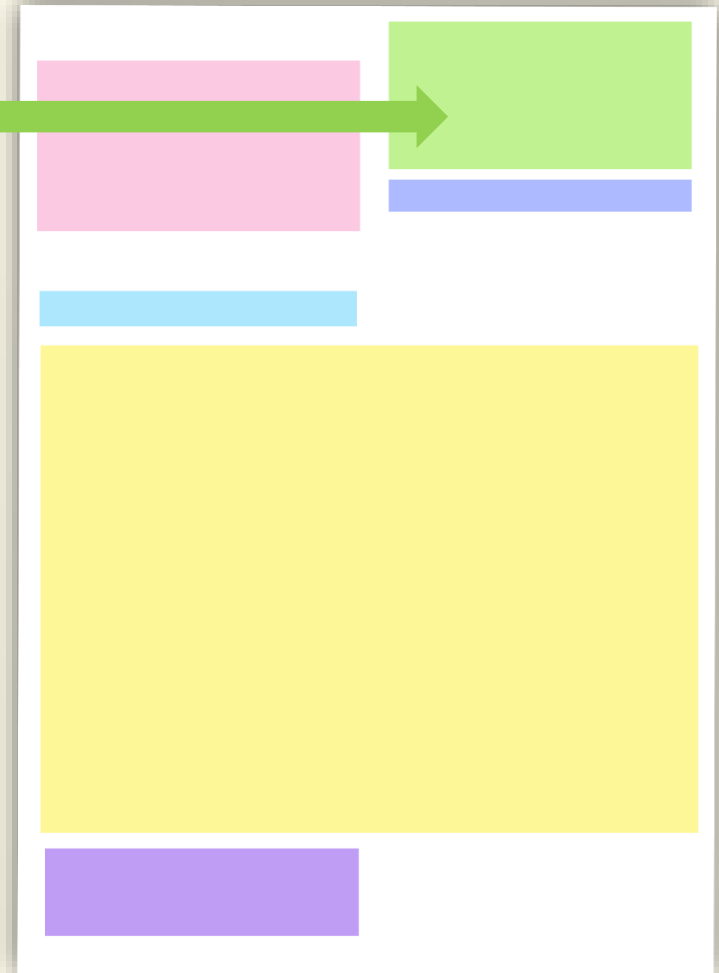
Your Address

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



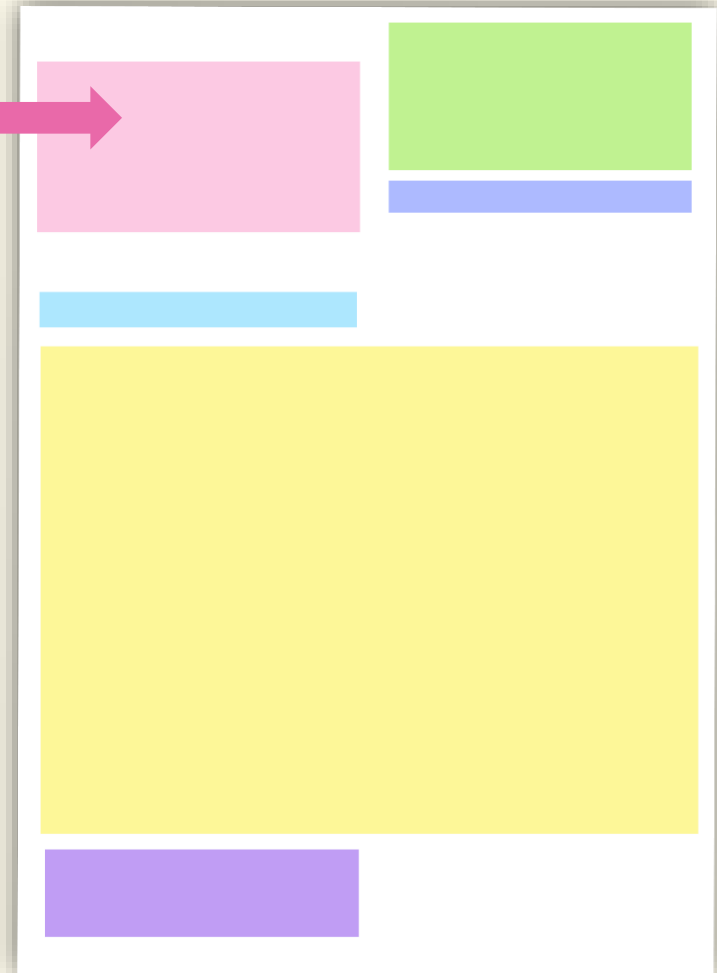
The Recipient's Address

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

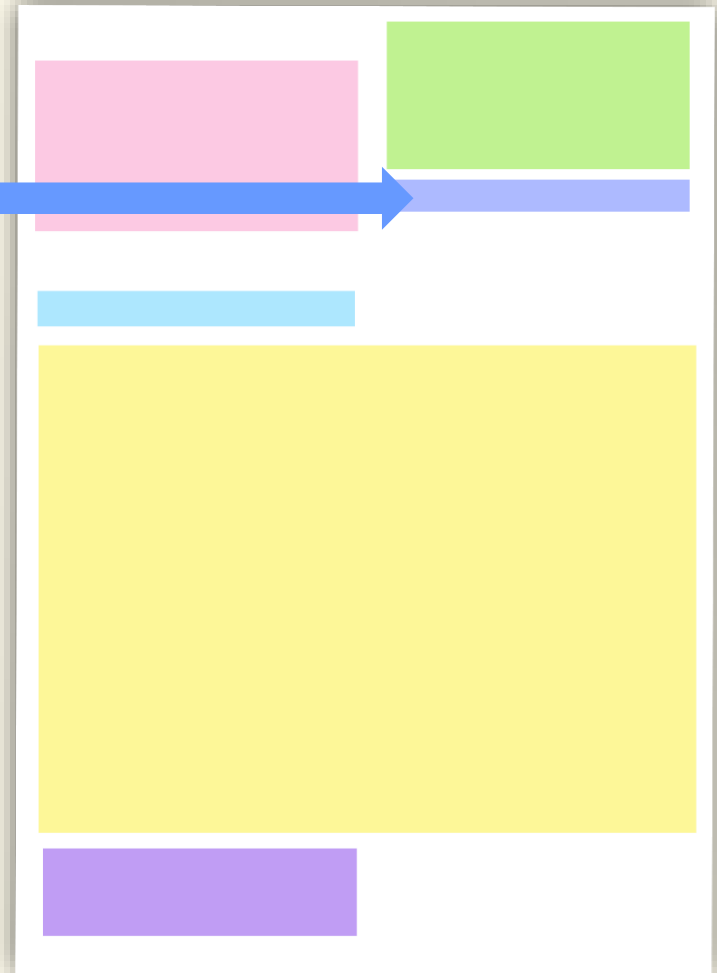


The Full Date

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:

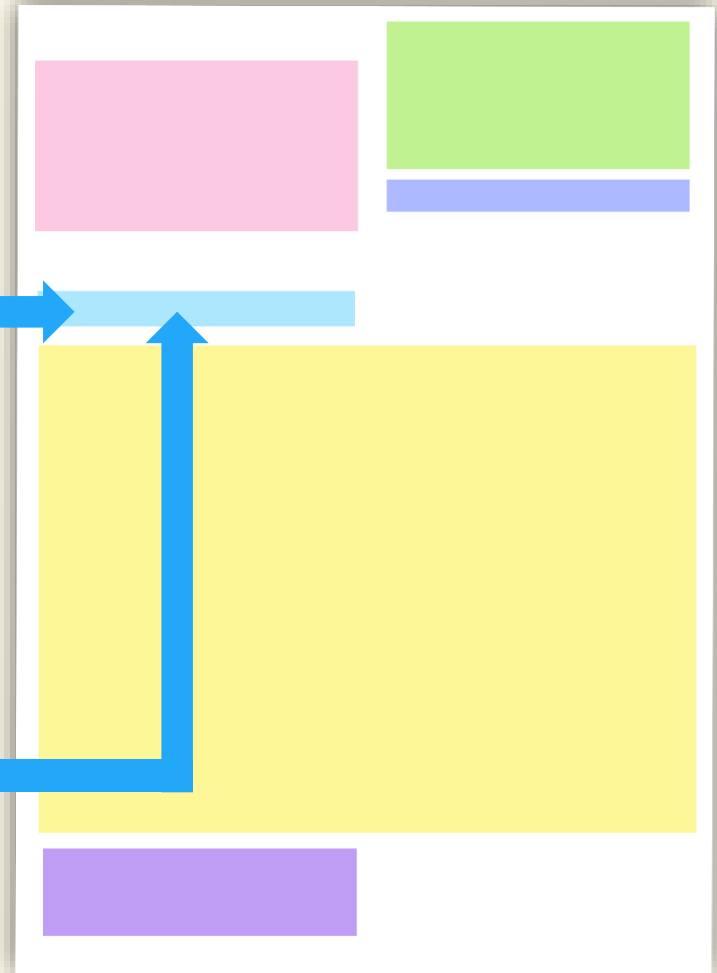
Example:

Dear Miss. Smith,

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

Example:

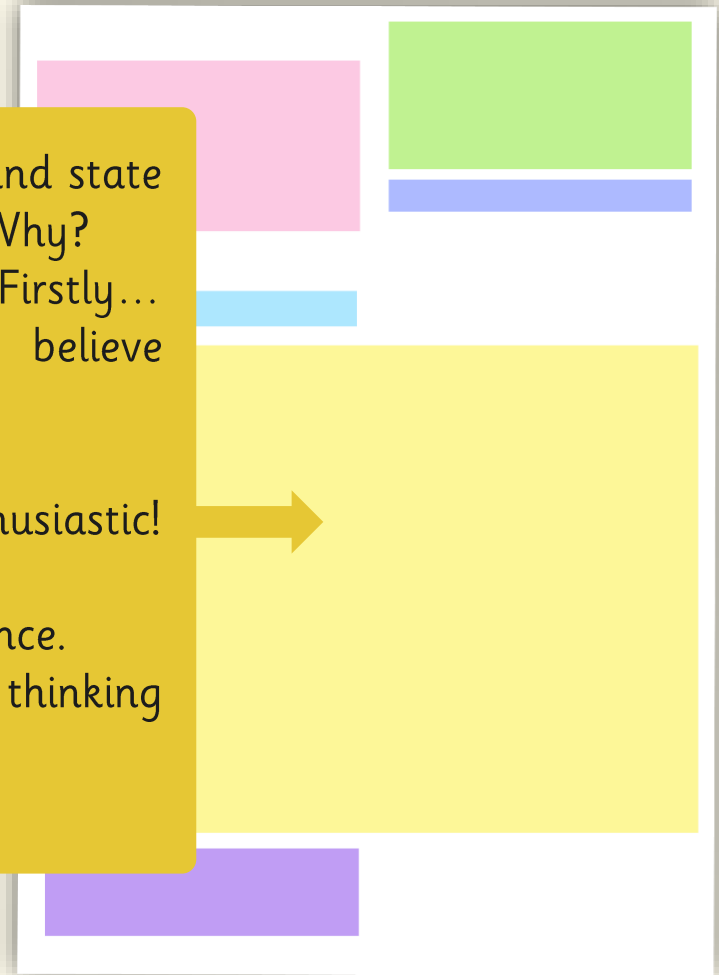
Dear Sir or Madam,



Persuasive Argument

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.



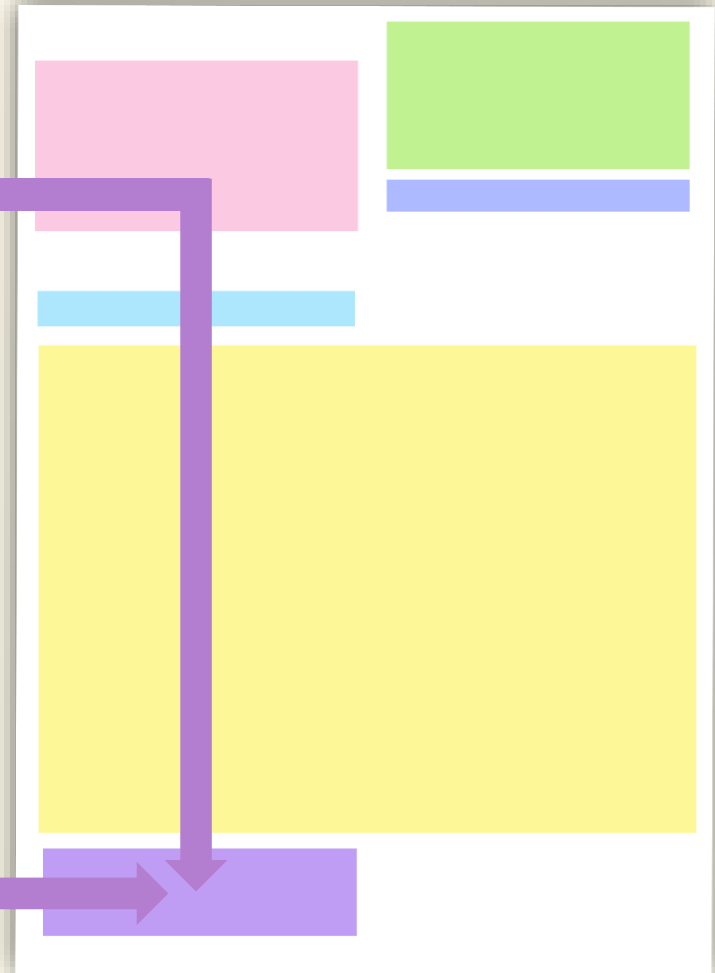
Closing Farewell

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

125 Banana House
Blueberry Road
Exeter
Devon

123 Apple House
Blueberry Road
Exeter
Devon

Tuesday 1st March 2016

Dear Miss. Smith,

I am writing to let you know about a very serious problem: your monkey. Merlin the monkey. As you know, I absolutely love monkeys, they are beautiful, cheeky, energetic and hilarious. However, I have had enough of it stealing all my bananas and it has to go! Merlin must, must, must be given to the zoo!

Firstly, I work every day to earn enough money to buy my favourite snack, but every time I go to eat one of my precious bananas, they've been stolen by Merlin the monkey! Friday evening for example – he stole my best bunch! Is that fair on me?

Secondly, he is actually breaking the law by trespassing into my home uninvited. In my opinion you should only have pets that you can control. I know some believe monkeys are fun pets, but I feel that they should just be enjoyed by safely visiting them in the zoo. I am sure that you would agree. Don't you think it would be kinder to the poor animal?

Merlin is, after all, a wild animal who should be spending his days climbing ropes, swinging on branches and chasing other glorious monkeys around. You know it's true! Please visit the local zoo as soon as you can, I could even come with you! Do the kindest thing... not only for me, but for Merlin.

Yours sincerely,
Mr. Chair (Your kind and thoughtful neighbour)

Now try your own!

Good luck!



