

Persuasive Letter Writing

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WALT:

recognise the main features of a persuasive letter.



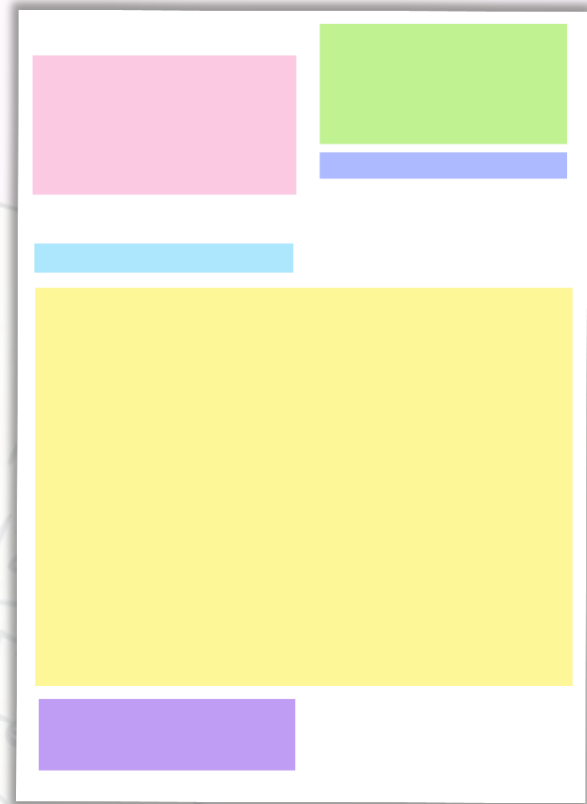
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Persuasive Letter Writing

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.



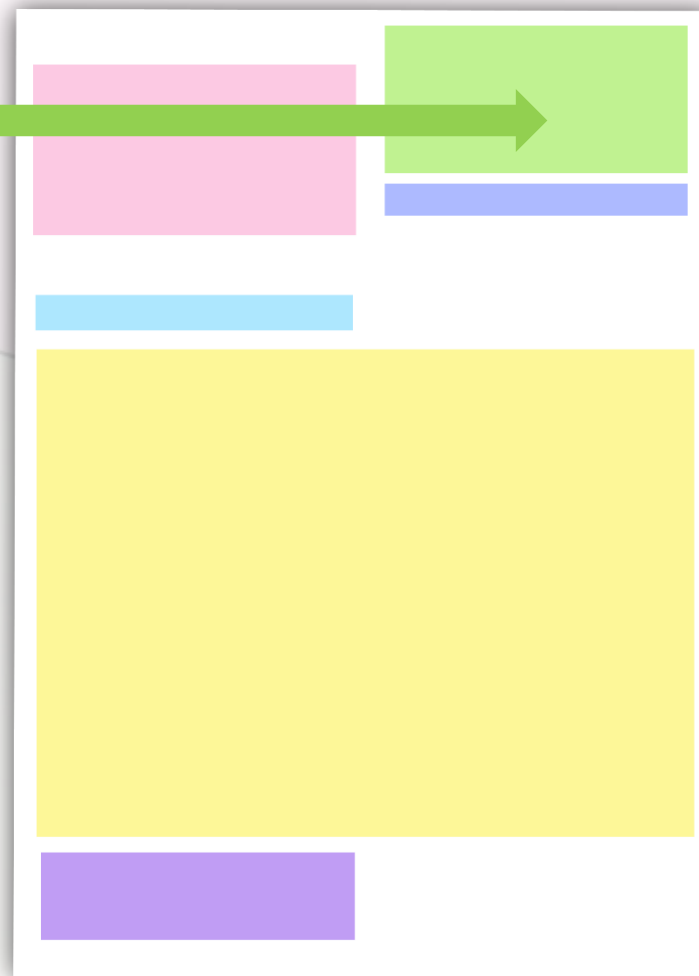
Your Address

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



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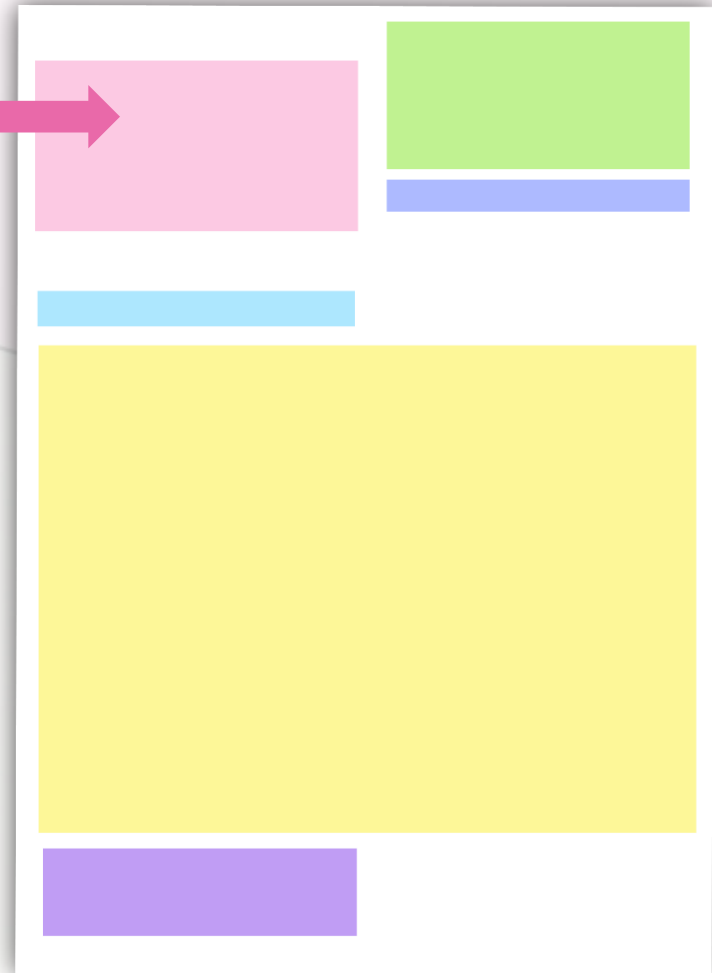
The Recipient's Address

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

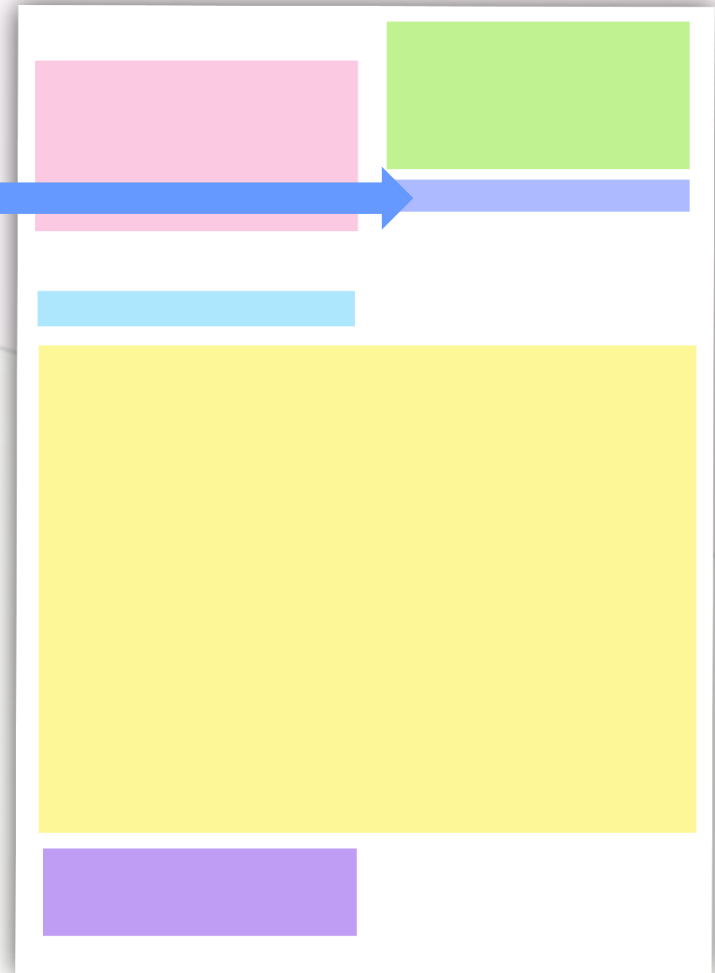


The Full Date

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

Example:

Tuesday 1st March 2016



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Greeting

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

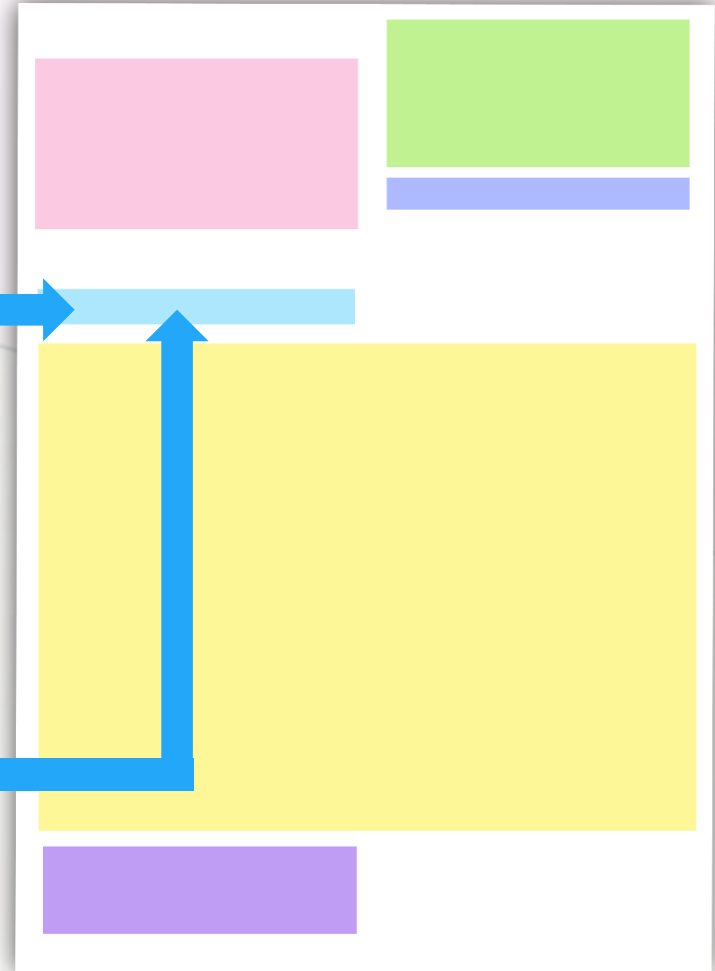
Example:

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.

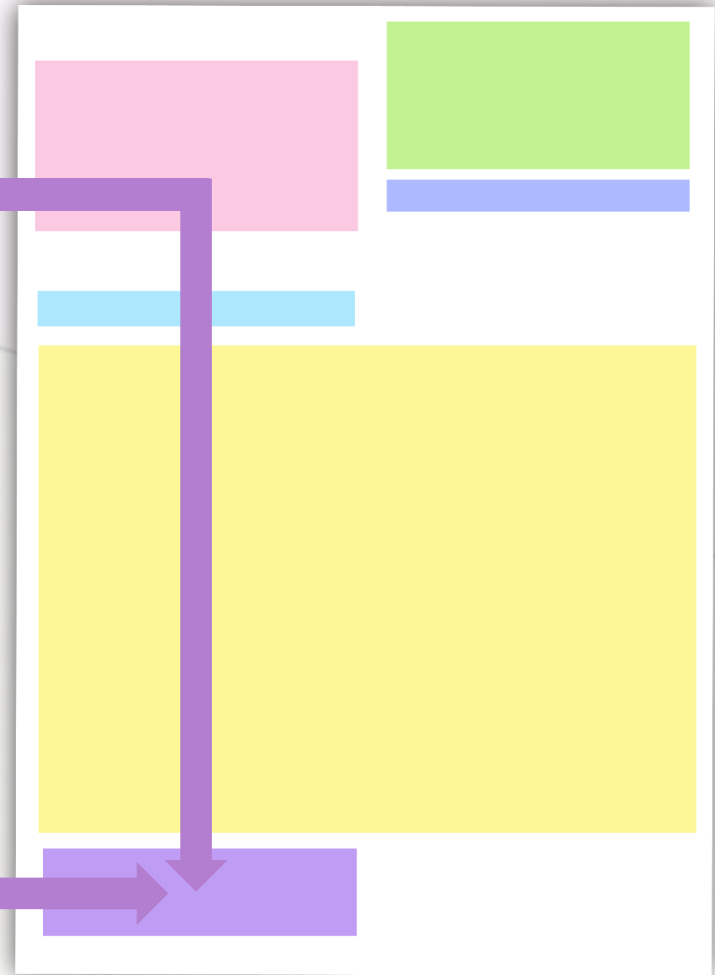
Closing Farewell

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

Recipient's
address

Greeting

Closing

16 Ship Hill,
Rother Helm,
Yorkshire,
S60 2PL

Riverside House,
Main Street,
Yorkshire,
S60 1AE

Friday 6th September

Dear Sir or Madam,

I have recently been informed of your plans to cancel the kerbside collection of plastic waste – an idea I vehemently oppose. I am confident that, upon understanding the consequences of this decision, the council will abolish plans to make such cuts.

In order to cancel the current, effective kerbside collection, the council intends to provide costly additional bins. This is sure to greatly impact the council's budget with detrimental effect. Many people believe that the initial cost of the new bins will be greater than the total cost of maintaining current collections. It therefore seems wasteful to change the current way of working. I am confident that the council would not intentionally make a wasteful decision.

Residents fear that the council's proposed changes will result in unpleasant, dirty waste littering the streets due to lack of proper recycling methods. Our town's streets are likely to become overrun with rodents feasting from the unhygienic litter which has not been properly recycled due to council cuts. Inevitably, this will lead to a rise in pest control costs. This would cost the council more money than the initial cuts would save – a completely avoidable deficit.

Additionally, the environmental impact of this seemingly reckless decision could be catastrophic. Although you acknowledge that your current waste treatment facility attempts to take plastic waste out of regular collections, how many pieces of plastic waste are simply missed? This oversight could result in millions of pieces of perfectly recyclable plastic being carelessly discarded into landfill, remaining there indefinitely rather than being reused in a valuable way. The council simply must prioritise environmental wellbeing.

Ultimately, the public are adamantly opposed to the council's decision and demand a meeting to present all relevant facts. Once these are presented, I am confident that the council will see the error in their ways and revoke the decision.

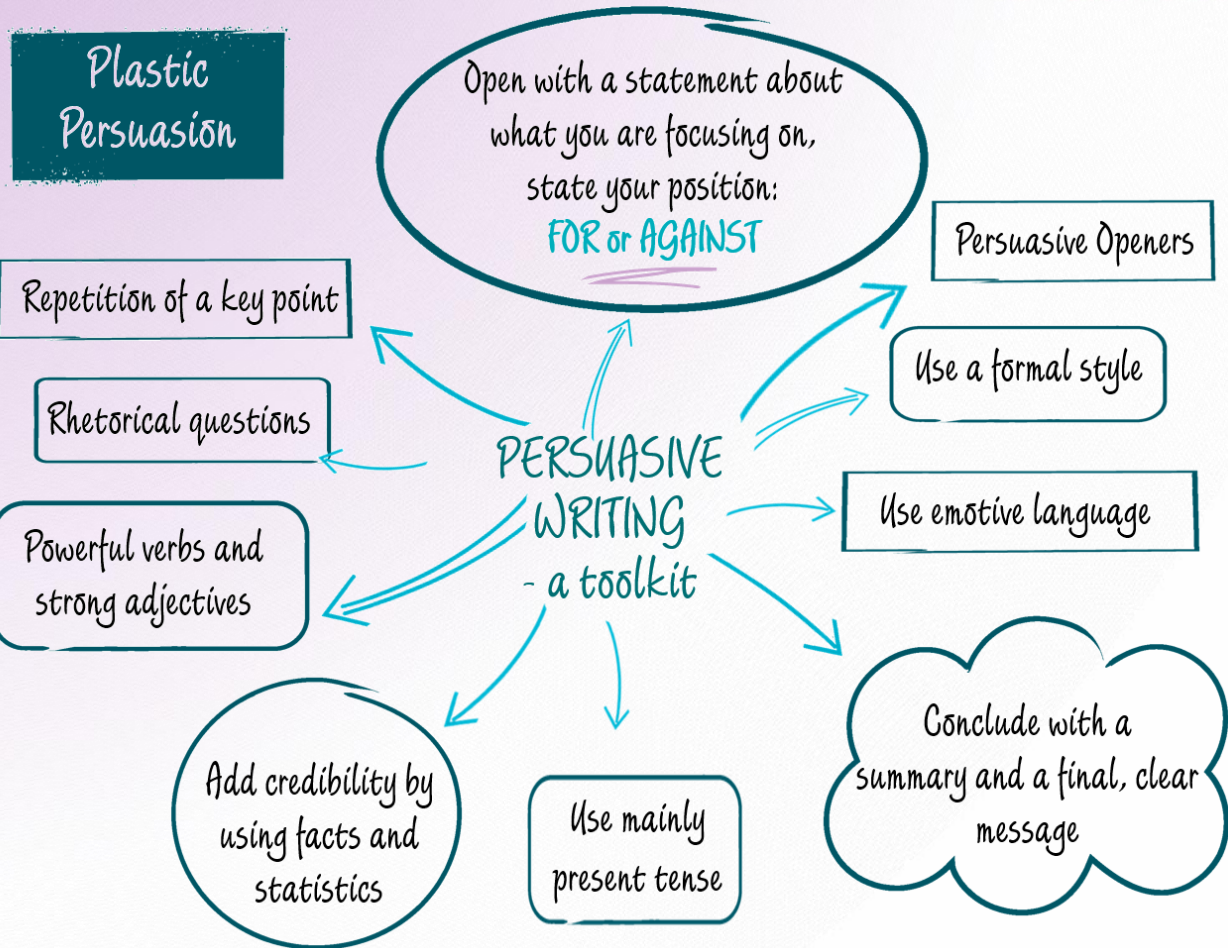
Yours faithfully,

Mr I. Rate

Your address

Full date

Topic using
persuasive
language





Plastic Persuasion



Aim for a formal,
polite tone

Introductions

I wish to state...
I strongly believe...
I am writing to...
Of course, ...
In this situation...
I feel...
It is certain...
In the same way...

Making your point

There can be no doubt...
Additionally...
Furthermore...
Undoubtedly, ...
Firstly...
Secondly...
Moreover...
Specifically...

Concluding

In conclusion...
Finally...
As you can see...
In other words...
In brief...
In summary...
Overall...
On the whole...

