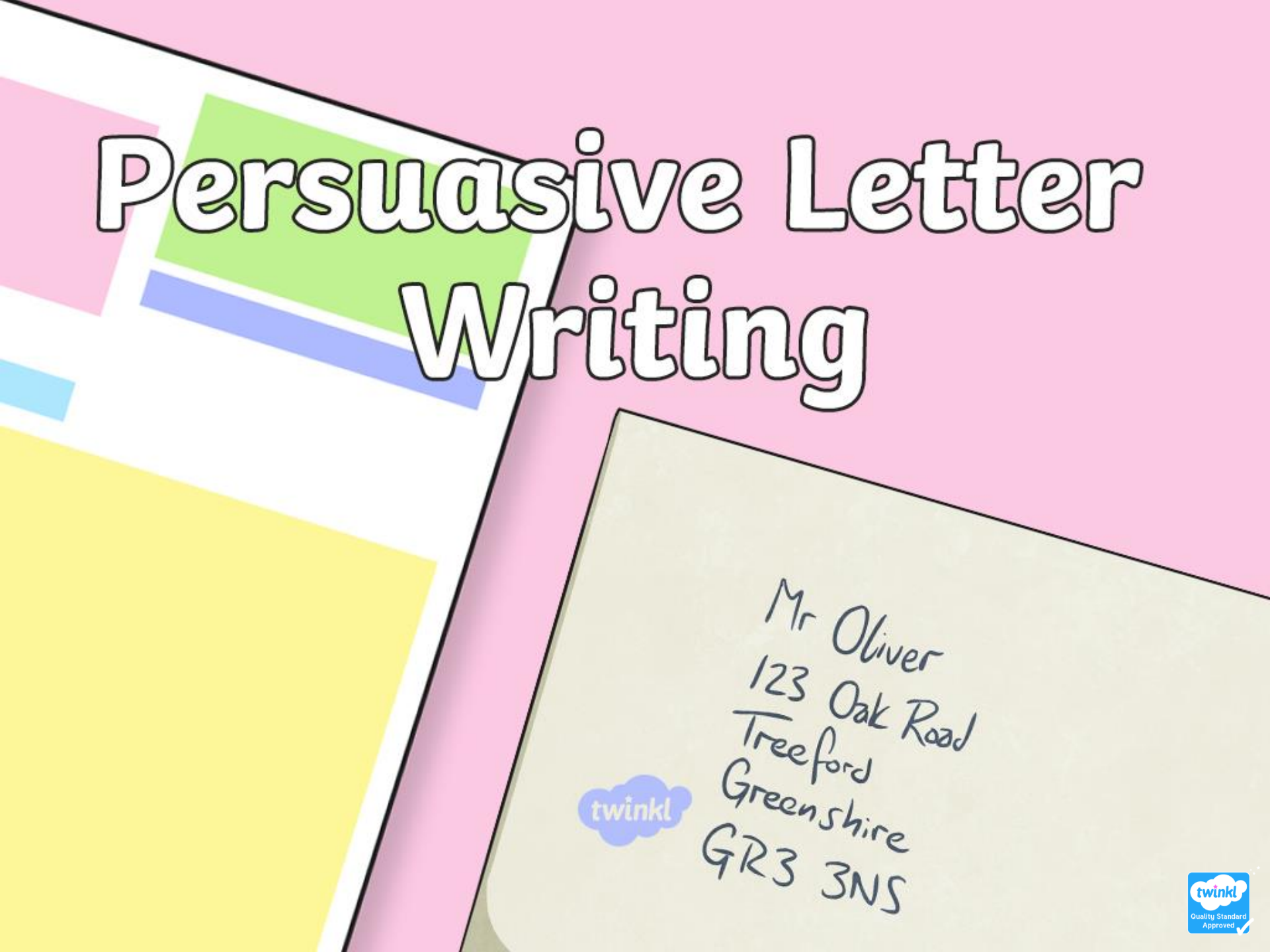
Persuasive Letter Writing



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Lesson Objective

- To recognise the main features of a persuasive letter.

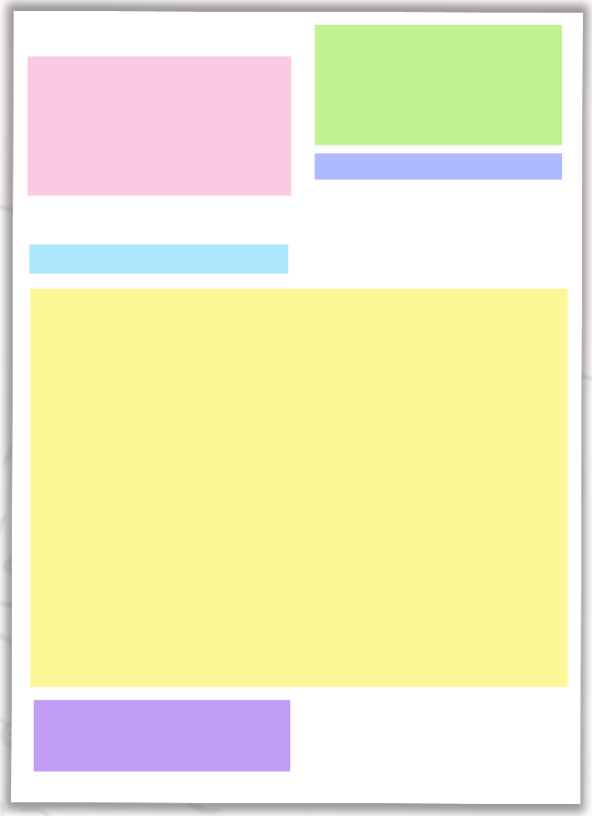


Persuasive Letter Writing

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.



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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



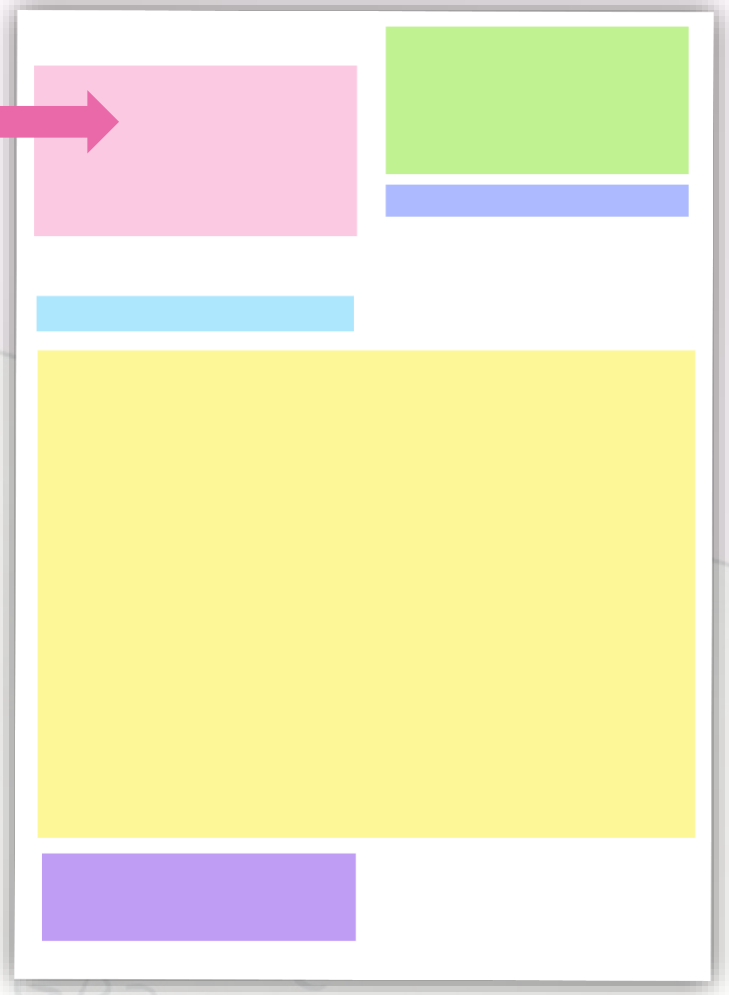
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The Recipient's Address

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

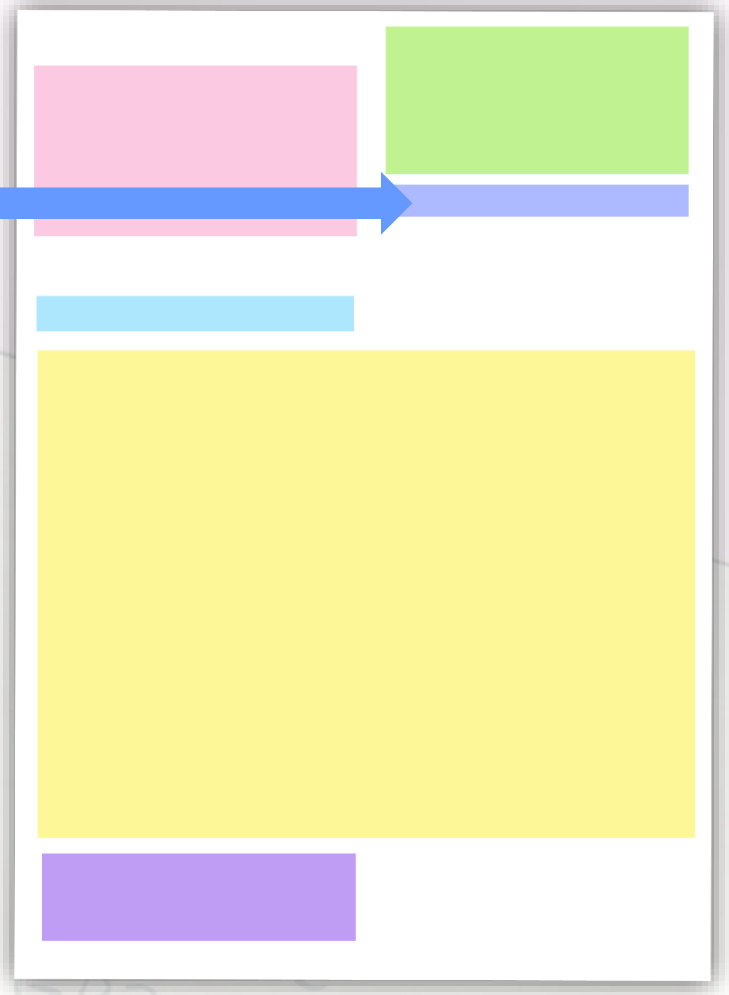


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The Full Date

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

Example:
Tuesday 1st March 2016



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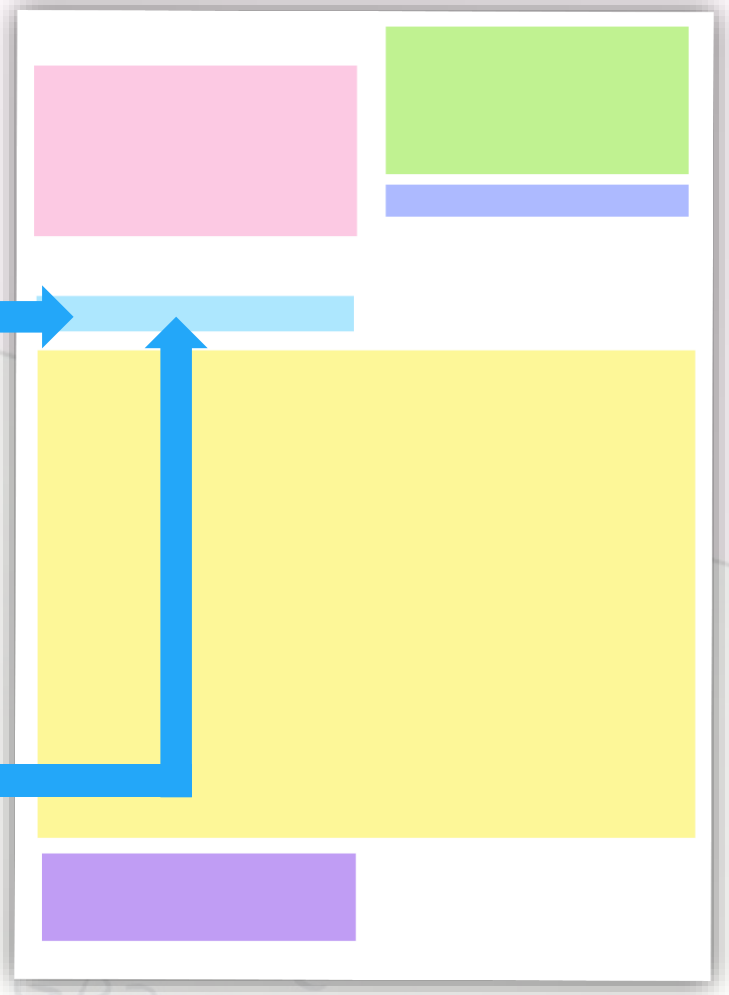
Greeting

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,

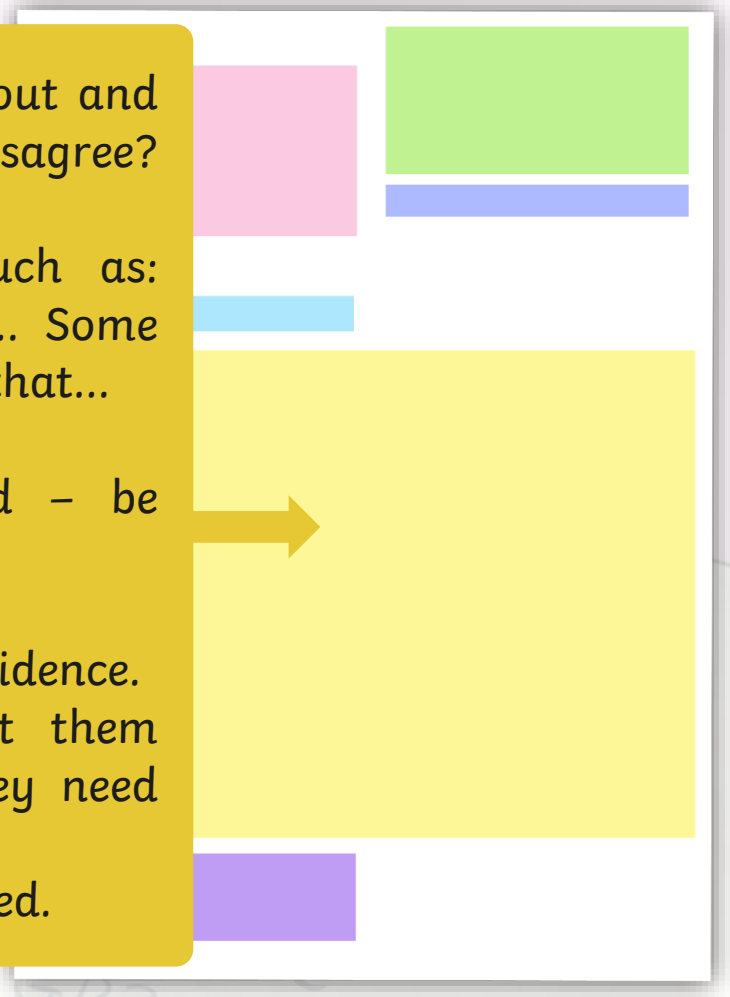


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Persuasive Argument

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.



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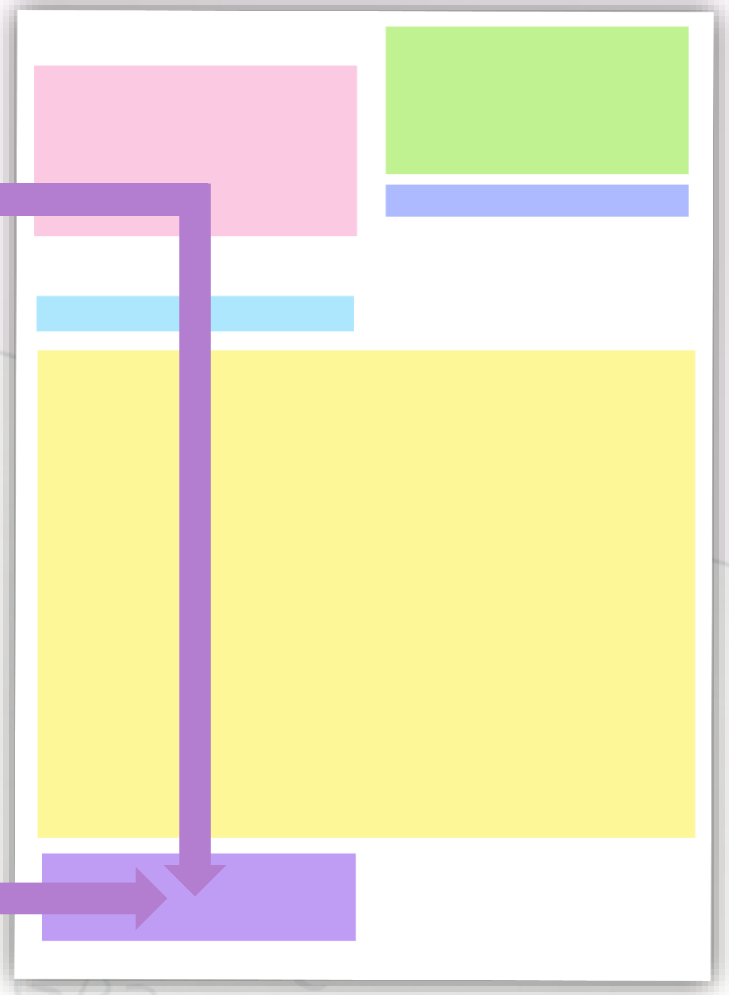
Closing Farewell

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)



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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)

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Now try your own!

Good luck!



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Greenshire
GR3 3NS