

Plan for a persuasive letter

Introduction <i>Who are you writing to?</i> <i>Why are you writing the letter?</i>	
Flattery- appealing to your reader's emotions <i>Why are you writing to that person in particular?</i> <i>What positive things could you say about them?</i>	
Why is the subject of this letter important? <i>Why did you need to write the letter?</i> <i>E.g. Have many of your friends complained about afternoon lessons?</i>	
1st Reason <i>Give your reason and explain why it is important.</i>	
2nd Reason <i>Give your reason and explain why it is important.</i>	

<p>3rd Reason</p> <p><i>You could use your third reason to appeal to the reader's emotions.</i></p> <p><i>Discuss how you would feel and how important the issue is to you personally.</i></p>	
<p>Conclusion</p> <p><i>Remind the reader of your reason for the letter.</i></p> <p><i>What do you hope will be the outcome/result of writing your letter?</i></p>	
<p>Ending the letter</p> <p><i>Thank the reader for taking the time to read your letter.</i></p> <p><i>Sign with Yours sincerely when you know the person you're writing to, e.g. Dear Mr Smith.</i></p> <p><i>Sign with Yours faithfully when you don't know the person you're writing to, e.g. Dear Sir.</i></p>	