

Persuasive Letter Writing

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Lesson Objective

- To recognise the main features of a persuasive letter.



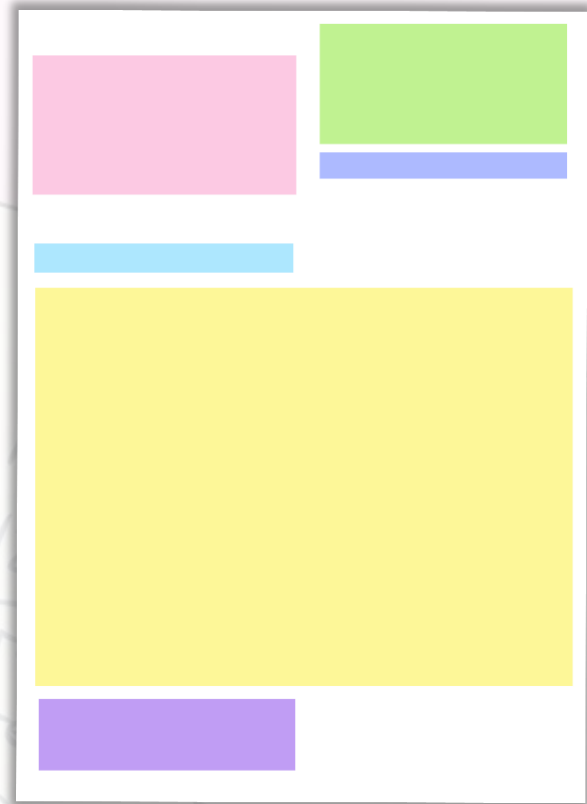
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Persuasive Letter Writing

There are some important things to remember when writing a persuasive letter.

You have to lay out your letter properly:

- Write your classroom 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.



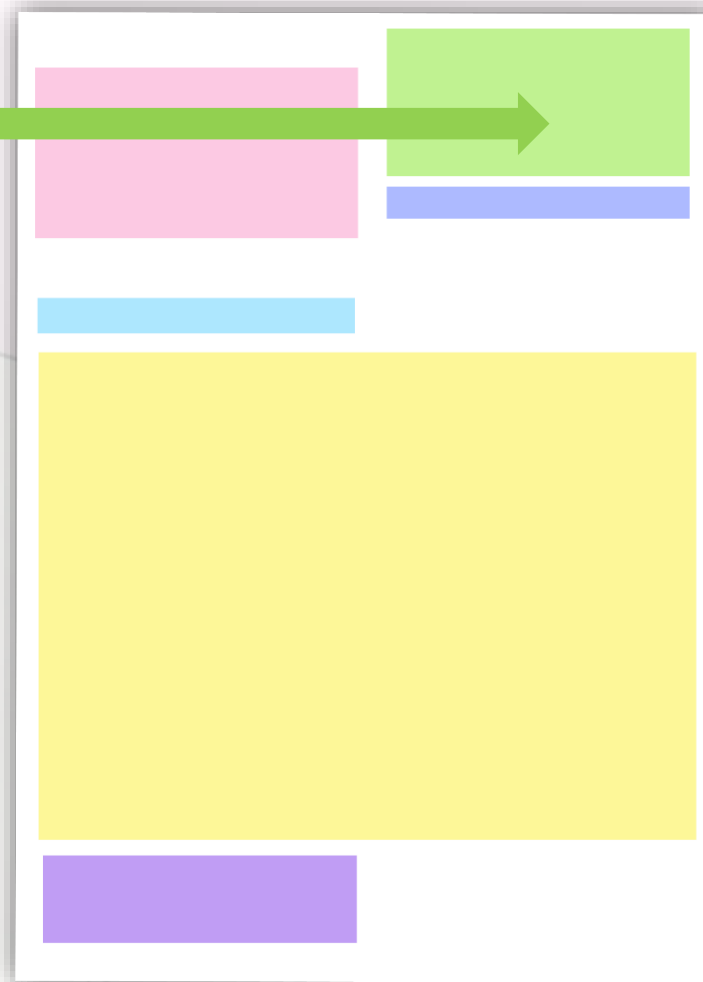
Your Address

This goes on the top right-hand side of the letter:

Your classroom,
Street,
Town/City,
County

Example:

Year 5 classroom
Clapham Terrace School
Clapham Terrace
Leamington Spa
CV32 1HZ



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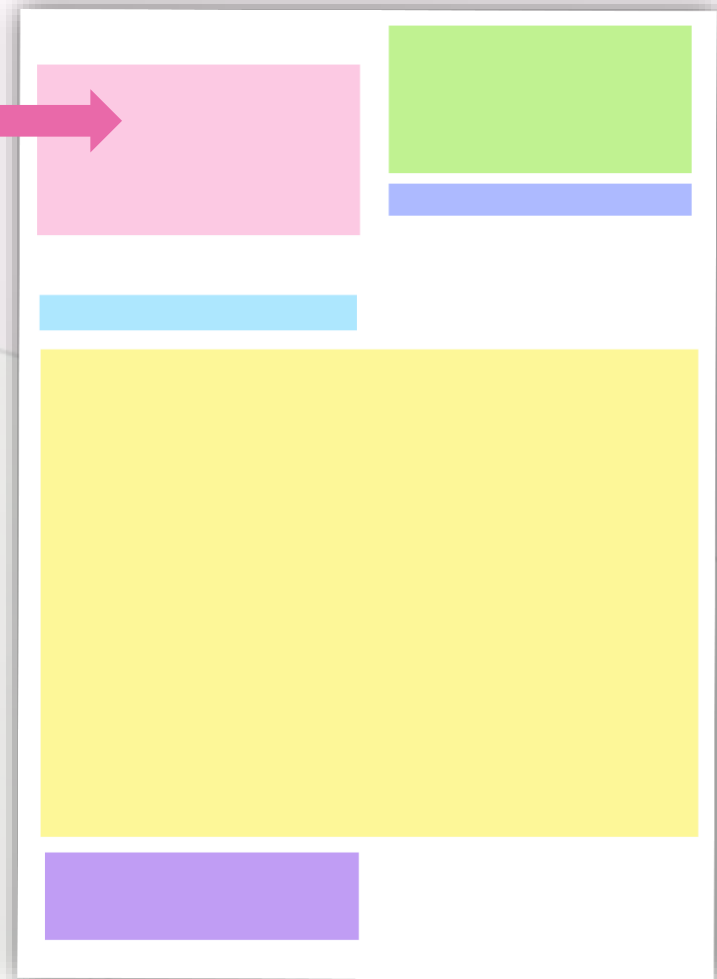
The Recipient's Address

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:

Year 6 classroom
Clapham Terrace School
Clapham Terrace
Leamington Spa
CV32 1HZ



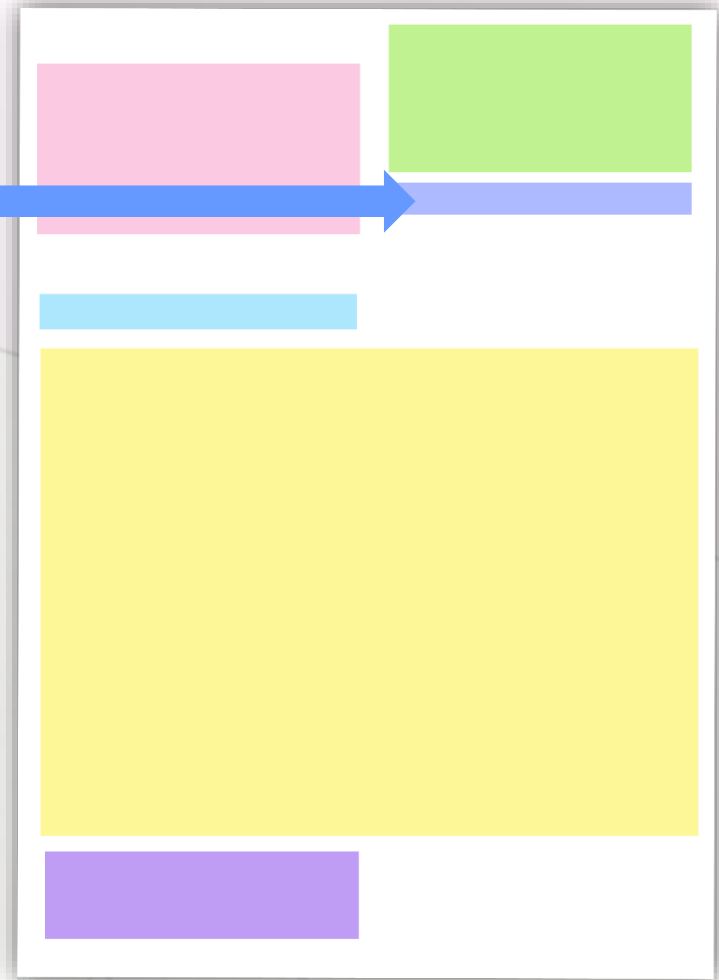
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The Full Date

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

Example:

Tuesday 7th July 2020



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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:

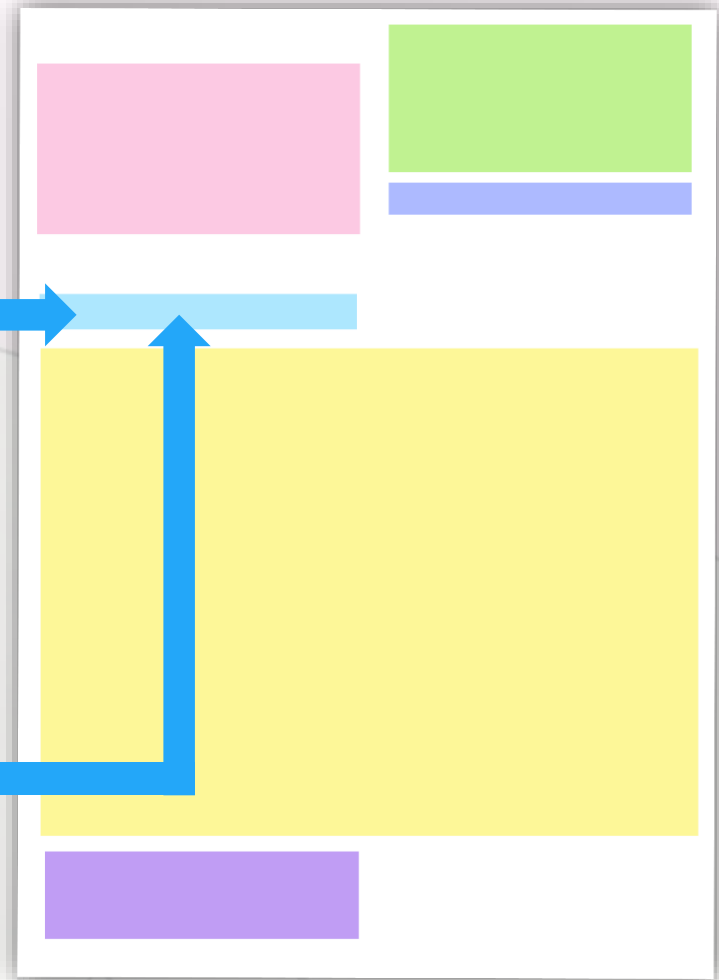
Example:

Dear Year 6 teacher,

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

Example:

Dear Sir or Madam,

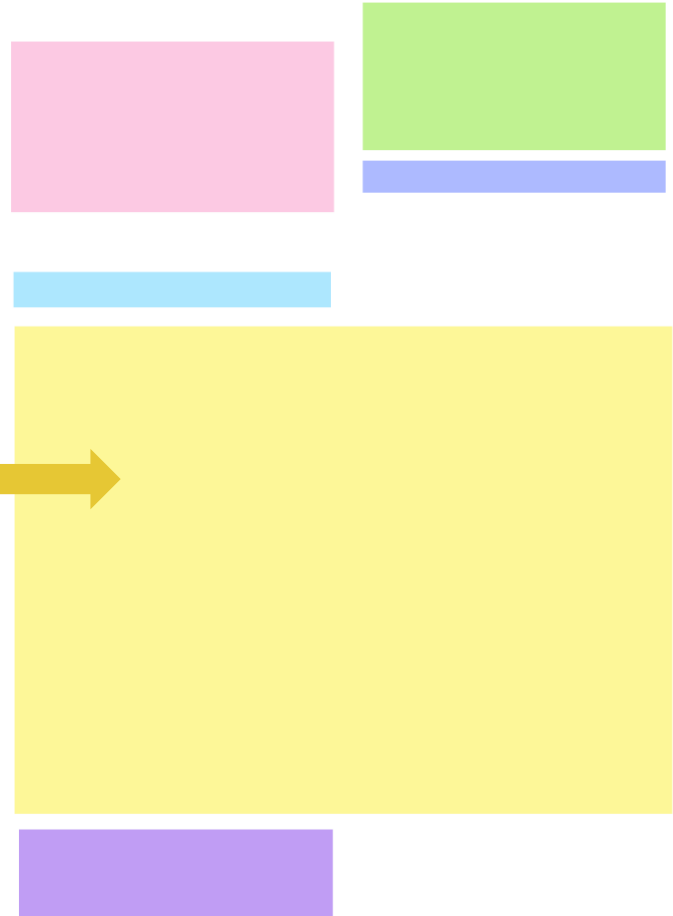


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Persuasive Argument

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... I believe I am the right candidate for the job because... It has been noticed... I feel that... I am sure that...
- Describe, using great adjectives.
- Give examples of your skills – be enthusiastic!
- Use powerful verbs.
- Give reasons why you want this role – 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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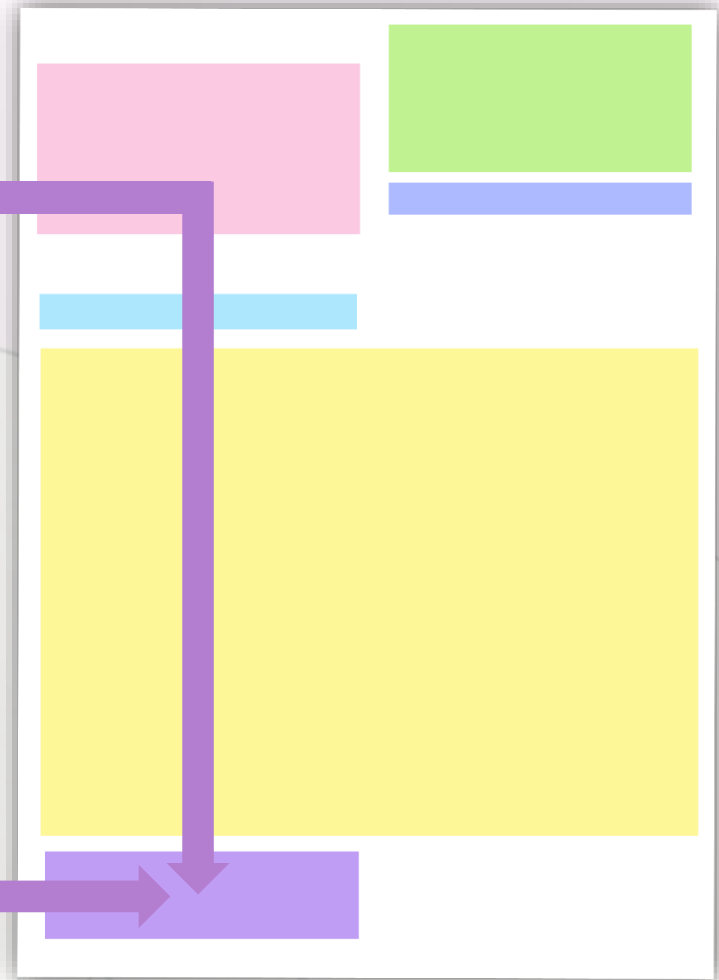
Closing Farewell

If you **do know** who the letter is to, close your letter on the left-hand side with:

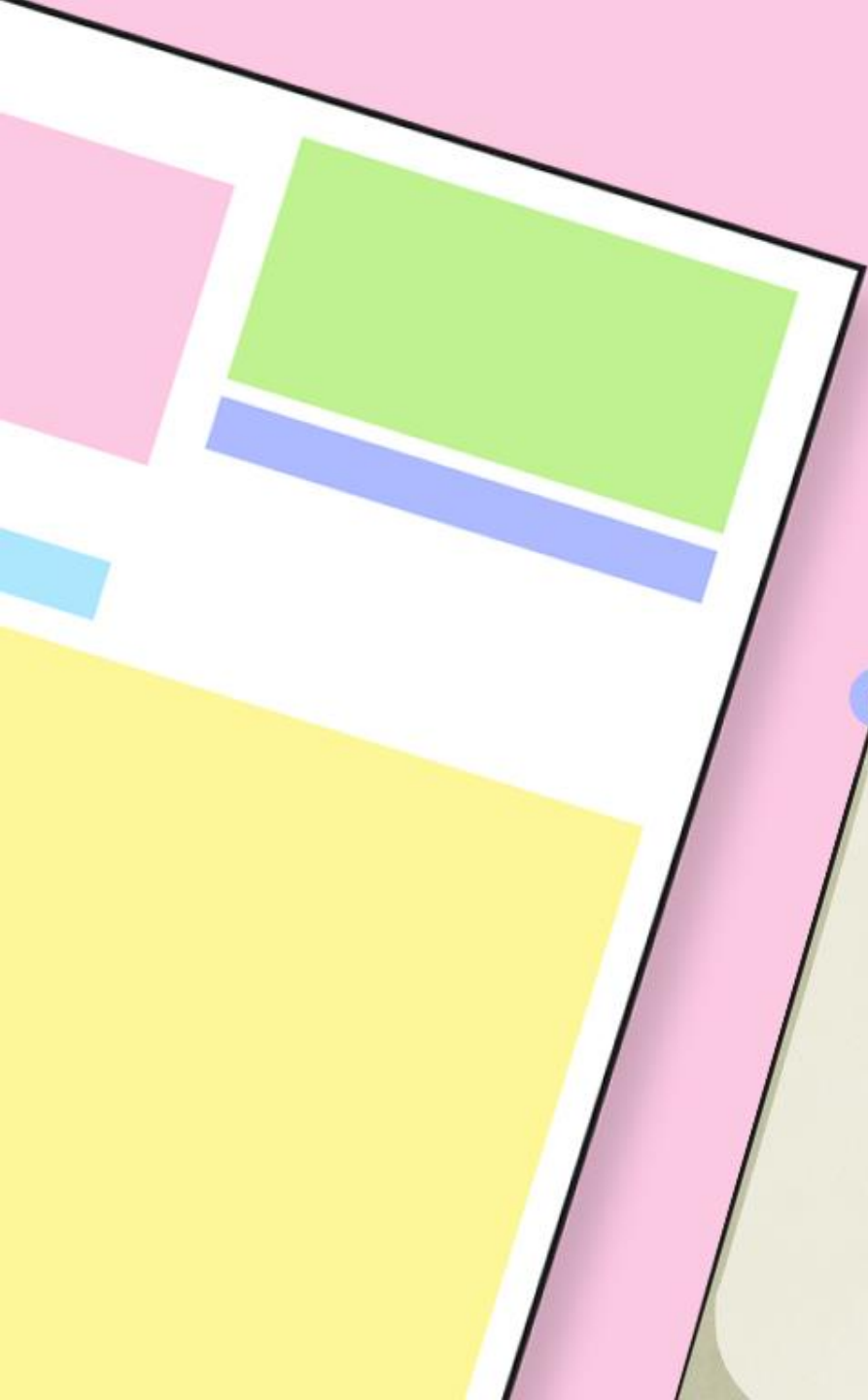
Yours sincerely,
(Your Full Name)

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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