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.
Beginning your Letter

• 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.

Flat 8a Needy Row,
Helperson,
Victimstown,
HE1 9ME

Crimson Lagoon,
Far Away Island,
Mysteryville,
MY57 3RY

Sunday 1st January

Dear Ms Vengeance,
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 1\textsuperscript{st} 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.
As the new year breaks and our beloved town is in peril, I appeal to you for your vital help in catching the Phantom Prankster. I know that this is an opportunity you will not be able to refuse.

First and foremost, the Phantom Prankster is a formidable enemy. It is going to require someone of immense strength and agility to match his prowess – attributes only you can bring. Your unrivalled abilities make you the ultimate candidate to provide your services and the glory you will achieve from the victory will be renowned across the land. It’s an opportunity you cannot miss.

A useful piece of information to note is that the Phantom Prankster is currently suffering from the flu; his defences are weakened and his judgements are temporarily clouded. Due to his illness, he has not been moving around as regularly as he likes to – the perfect opportunity to pounce whilst he least expects it. Surely you don’t want to miss the perfect opportunity to use his flu to your advantage?

A fact you must consider is that the residents of Victimstown are at their wit’s end. They live in fear of the Phantom Prankster – many refusing to leave their home in the wake of his terror. The tricks he plays leave them embarrassed and confused: who would want to live this way? His reign over the town must come to a swift end.

Without a doubt, you are the only superhero with the skills, knowledge and strength to battle the Phantom Prankster. Your generosity and warm heart make me absolutely certain that you will want to protect Victimstown at any cost. Don’t let us down.
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)
125 Banana House, 
Blueberry Road, 
Exeter, 
Devon

123 Apple House, 
Blueberry Road, 
Exeter, 
Devon

Tuesday 1\textsuperscript{st} 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!