

Purpose - What am I writing this for?

Persuasive letter is a letter written to persuade others to accept the writer's issue, interest, or perspective. It can be addressed to organizations or individuals with the authority to make change happen. It is structured as a list of arguments with explanations, factual evidence, and persuasive language.

Content - What do I include in my writing?

Success Criteria	Have I included it?
Short sentences	
Conjunctions	
Address	
Punctuation	
Main and subordinate clauses	
Persuasive language	
Rhetorical Question	
Present perfect	

Language



Emotive Language

1. agony
2. angry
3. awful
4. beg
5. cruel
6. confusing
7. disgusting
8. embarrassed
9. extraordinary
10. ferocious
11. forbidden
12. harsh
13. helpless
14. innocent

Structure - How do I set my writing out?

<p>B-101 Regency Estate Panvel New Bombay 28 October</p> <p>Dear Alice,</p> <p>I hope this letter finds you in the best of spirits. Sorry, I have not been writing as regularly as I should.</p> <p>The fact is that I have just moved to Sydney to do a short term course in fashion designing. It will take about six months. I was wondering if you would also like to do this course with me. After all, you have always been one of the most fashionable among my friends. Wouldn't it be great if you could turn that passion into a rewarding career?</p>	<p>As you know fashion has become an integral part of our lives and as such there is a huge demand for fashion designers. Because it is a highly competitive field, you won't be able to get a foothold in the industry if you are not armed with a professional qualification. Although this is a short term course it is recognized by the major agencies in the fashion industry. The institution that offers this course also provides 100% placement guarantee. That means you won't have to worry about finding a job after doing this course. Let me know if you are interested.</p> <p>Hope to hear from you soon.</p> <p>Kind regards</p> <p>Mary</p>
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Word Aware Word bank

Sincerely Dear Strongly Urge Fact unfortunate Hope causes
 As soon as More importantly while before recognised agony Kind regards