



Persuasive Letter Writing

Considerations for Persuasive Letter Writing

1. Analyze your audience.
 - Who are they?
 - What do they need to know about your request?
 - How might they respond to your request?
 - What impression do you want your letter to make?
2. Select an appropriate letter format.
 - Be sure your letter is presented neatly and clearly.
 - Does it invite your audience to read it?
 - Be as brief as possible, while still saying what you need to say.
3. Keep the reader in the forefront of your letter.
 - Remember the reader is a real person and his/her needs should control the tone, message, and organization of your letter.
 - Anticipate questions the reader might have.
4. Be courteous and tactful.
 - Use language that clearly introduces yourself, your project, and your request.
 - Be mindful of what you are asking.
5. Explain clearly and positively what you want.
 - What exactly do you want your reader to do?
 - What time, materials, personnel, or funds might be involved?
 - How might your project benefit the reader as well as your own interests?
6. Close with your appreciation and what will happen next.
 - Do you want the reader to respond?
 - If so, be sure to give your contact information.
 - Will you follow-up with a call or visit?
 - If so, let the reader know when to expect you.
7. Read your letter aloud and proofread.
 - Reading your letter aloud will let you know how it may sound to the reader.
 - Listen for tone, clarity, and conciseness.
 - Does the language sound natural?
 - Proofread your letter to check spelling, punctuation, and coherence.
 - Remember, spell-check doesn't catch words that are missing or misused.