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.