

Example of Persuasive Business Letter

3400 Stanley Road
Wally Grove, WI 55651
December 9, 2012

Mr. Tom Giff
Wally Grove Tribune
701 South Rose
Wally Grove, WI 55651

Dear Mr. Giff:

I am a fifth grade student at South Elementary in Wally Grove, Wisconsin. I am writing you this letter in hopes that it will be published in the "Opinion" section of the *Wally Grove Tribune*.

Swerving, speeding up, slowing down, and not paying attention while driving. Most people would think this describes a drunk driver. Well, it also describes many people who use cell phones while driving.

I believe drivers of motorized vehicles should be banned from using cell phones while driving. Many accidents occur due to inattentive drivers who are talking on cell phones. Studies have shown that people are five times more likely to get in an accident when they are talking on a cell phone. With the elimination of cell phones, accidents will decrease and lives will be saved.

Over 45 countries have banned cell phones. 19 states currently have laws regarding cell phone usage in cars. The National Highway Traffic Safety Administration highly recommends that cell phones not be used while driving. Doesn't this tell us something?

I understand that many people use their cell phones for job-related activities. I also understand how busy people want to check in with their families for food or groceries. However, safety on the roads must take first priority. Our society is in such a rush, and believes that it is normal to use a phone while driving. Well, I remember being trained in driver's education, and I don't remember the instructor telling me to take out my cell phone and dial away. I do remember that we were taught to keep both hands on the wheel at all times, and to be focused on the road.

Don't we owe it to our community to watch out for the safety of others? You can help prevent accidents and save lives by not using a cell phone while driving. I strongly encourage you to think about this the next time you get the "urge" to use your cell phone.

Sincerely,

Sarah Hughes

Example of Persuasive Friendly Letter



149 Oak Street
Hillsdale, Ohio 52791
January 28, 2013

Dear Gwen,

You probably remember me from school. If you don't, I'm Samantha. If you don't remember, we were asked to write a persuasive letter in school, so I chose to write one to you because you are my friend.

I believe it is necessary that you play soccer at school during recess time (even if the boys play too!). For one thing, you seem to get left out when all the fifth grade girls (besides a couple) play soccer. Even if the boys play soccer, it shouldn't bother you because you don't have to be on their team- you can be on the girls' team with me! Also, if you don't want to play with boys at all, the girls can play their own game. I just want you to be able to have fun with me.

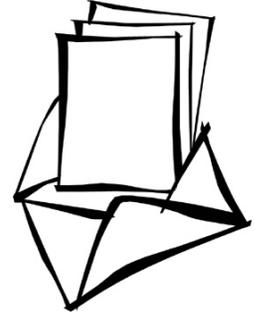
I know you think soccer is just kicking a ball around but it isn't. It takes skill to dribble around people and get a hard enough kick to get a goal. So what I'm saying is that if you can have fun with a sport like hockey, you should be able to enjoy the sport of soccer because it's basically the same thing.

I hope I have convinced you to join in on the fun! Please talk to me if this letter hasn't persuaded you to play soccer.

Your friend,

Samantha

Template for Business (formal) Letter



Your Street Address
Your City, State, Zip Code
Today's Date

Heading

Name of Person Writing To
Place of Employment
Street Address
City, State, Zip Code

Inside Address

Dear _____:

Salutation

Introductory Paragraph:

- introduce yourself
- share your idea
- catch the reader's attention

Body of Letter:

- Arguments with support
- You can have more than 2 paragraphs about your arguments
- Opposing arguments and your reaction to those arguments

Concluding Paragraph:

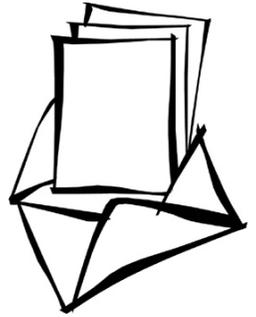
- Concluding paragraph urging the reader to switch views

Sincerely,

Sign your name in cursive after printing

Type your name here (make sure to skip three lines after the word "Sincerely")

Template for Friendly Letter



Return Address

Your Street Address
Your City, State, Zip Code
Today's Date

Dear _____,

Salutation

Introductory Paragraph:

- introduce yourself
- share your idea
- catch the reader's attention

Body of Letter:

- Arguments with support
- You can have more than 2 paragraphs about your arguments
- Opposing arguments and your reaction to those arguments

Concluding Paragraph:

- Concluding paragraph urging the reader to switch views

Sincerely,

Sign your name in cursive after printing

Business vs. Friendly

Compare and Contrast

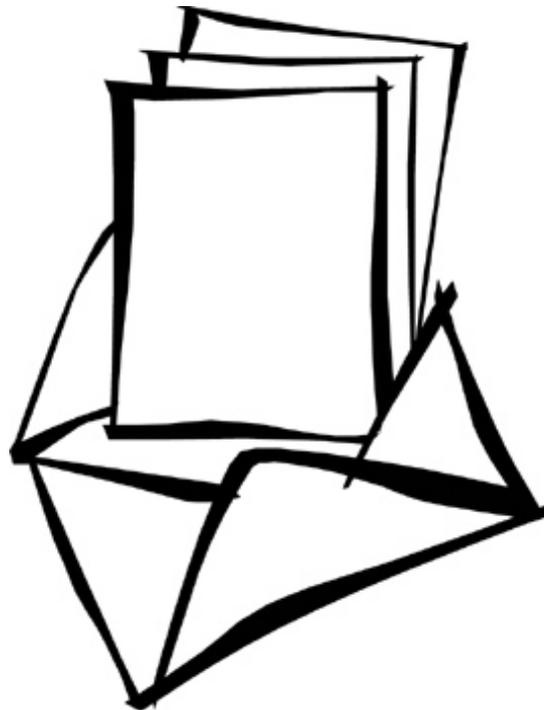
Business Letter

Friendly Letter

- Uses a colon for salutation
- Has a business address on it
- Doesn't indent; uses spaces between paragraphs
- More formal than a friendly letter

- Both contain 5 parts
- Both written to someone
- Both have to have an introduction, body, and closing
- Stick to one point

- Uses a comma for salutation
- Only has the return address on it
- Indents
- Less formal than a business letter



Friendly Letter Editing Checklist



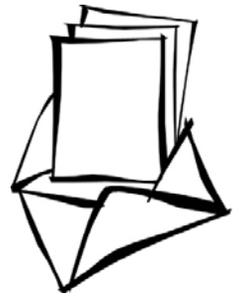
- ___ Heading is on the right hand side of the paper.
- ___ Heading contains sender's address and date.
- ___ A line is skipped between heading and salutation.
- ___ Salutation is on the left side and includes: Dear (person's name) and ,
- ___ A line is skipped between salutation and body.
- ___ Each paragraph is indented in the body.
- ___ Punctuation/capitalization is correct.
- ___ Spelling/grammar is correct.
- ___ Closing is on the right side and includes: Sincerely,
- ___ Signature is included underneath the closing.

Business Letter Editing Checklist



- ___ Heading is on the left hand side of the paper and includes sender's address and date.
- ___ There are four spaces between the heading and inside address.
- ___ Inside address contains receiver's name and address and is on the left side.
- ___ A line is skipped between inside address and salutation.
- ___ Salutation is on the left side and includes: Dear (person's name) and:
- ___ A line is skipped between salutation and body.
- ___ Each paragraph of the body is not indented and there is a line skipped between each paragraph.
- ___ Punctuation/capitalization is correct.
- ___ Spelling/grammar is correct.
- ___ Closing is on the left side and includes: Sincerely,
- ___ Signature is included underneath the closing.
- ___ Written name is included underneath the signature.

Persuasive Letter Rubric



Author: _____

Friendly Letter _____

Business Letter _____

Other _____

Points	5	4-3	2-1
8-Steps	Wow! All 8 steps of the persuasive letter process were followed and was included in letter (main claim, arguments, etc.).	Most of the steps of the persuasive letter process were followed and were included in letter (main claim, arguments, etc.).	Many of the steps of the persuasive letter process were missing in letter (main claim, arguments, etc.).
Sentence Fluency	Sentence length and structure varies. Sentences begin and end in different ways.	Sentence length and structure varies some. Some sentences begin and end differently.	Sentence length and structure rarely varies. Sentences do not begin and end differently.
Spelling & Grammar	Spelling and grammar are all excellent. Punctuation, paragraphs, and capitalization are all correct	Spelling and grammar are mostly all correct. Punctuation, indentation, and capitalization are mostly correct.	Many spelling and grammar errors. Many punctuation, indentation, and capitalization errors
Proper form of letter writing	Awesome! Letter included all the necessary points of the letter (heading, salutation, etc.). All parts of letter were in the proper place.	Letter was missing a few required parts. Some parts of letter were in the proper place.	Many parts of the persuasive letter were missing. Only a few parts of letter were in the proper place.
Final Draft	Super! Final draft of letter was done neatly and accurately.	Final draft of letter was, for the most part, completed neatly and accurately.	Final draft of letter needed some work.

Total Points Earned _____ **(out of 25)**

Final Grade _____

Comments: