

Features of a Persuasive Letter

Includes sender's address on right, recipient's address on left and date underneath	
Includes an opening sentence that hooks the reader and explains why you are writing	
Includes an introduction, paragraphs explaining a point each and a conclusion	
Each point has an explanation and evidence to support it	
Includes emotive language, such as 'Everyone would be ecstatic if...'	
Includes rhetorical questions, such as 'Are we supposed to just sit back...?'	
Includes exaggeration, such as 'It would be a tragedy if...'	
Includes flattery, such as 'I'm sure that you have noticed...'	
Includes a conclusion that summarises the main point and reiterates the opinion	
Finishes with 'Yours faithfully' if you don't know the recipient or 'Yours sincerely' if you do know the recipient	

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