

PERSUASIVE LETTER PLANNING TEMPLATE

Recipient Name: _____

Recipient Address: _____

Sender Information:

Your Name: _____

Your Address: _____

Your Contact Information: _____

Subject of the Letter: _____

Introduction:

State the purpose of your letter clearly and concisely. Introduce yourself and establish the context for your communication. Engage the recipient's interest from the outset.

Body of the Letter:

Present your main points in a logical and persuasive manner. Use facts, evidence, and examples to support your arguments. Address any potential objections or concerns.

1. Key ~~Argument or Request:~~ _____

2. ~~Supporting Evidence or Reasoning:~~ _____

3. ~~Benefits or Positive Outcomes:~~ _____

4. ~~Possible Counterarguments and Rebuttals:~~ _____

5. ~~Call to Action or Desired Response:~~ _____

Conclusion:

Summarize the key points made in the letter. Reiterate your request or recommendation clearly. Maintain a polite and professional tone to encourage a positive response.

Closing Remarks:

Express appreciation for the recipient's time and consideration. Provide any necessary contact details for follow-up. End with a formal closing phrase.

Signature Block:

Sincerely,

Your Name

Your Position (if applicable)

Your Company/Organization (if applicable)

Checklist for Persuasive Letter:

- ✓ Clear Purpose Stated
- ✓ Logical Structure
- ✓ Evidence and Examples Provided
- ✓ Counterarguments Addressed
- ✓ Polite and Professional Tone
- ✓ Clear Call to Action
- ✓ Proper Formatting and Sign-off

SENDER'S SIGNATURE

RECIPIENT'S ACKNOWLEDGEMENT

Signature: _____

Signature: _____

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