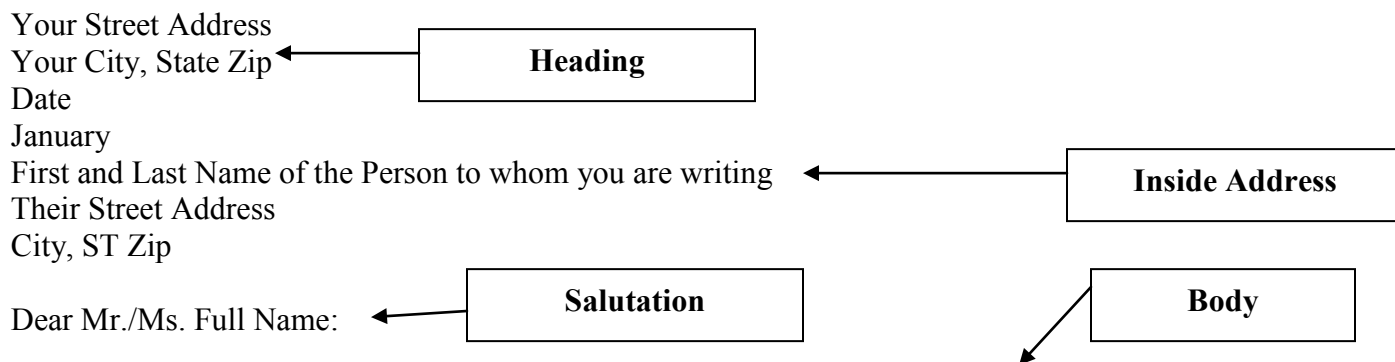


## Business Letter Format




You do not want to indent when you are using this format. This is the best format to use when you are writing a persuasive letter. You want to introduce yourself and the topic you are writing about to the reader. Remember that the first rule of writing is to know your audience. In a persuasive letter, you state your opinion or your feelings about something that is important to you after you have introduced yourself.

You must sound as professional and passionate as possible. You do not want to belittle the reader or they will not finish reading your letter. Your letter needs to have the facts, reasons, and examples to support your position. You must use footnotes<sup>1</sup> within your letter when you reference outside sources. You must refer to at least **two** outside sources.

Address issues that your reader may have in their argument. In a third paragraph, you must have solutions.<sup>2</sup> Without solutions, you are only complaining. Offer assistance in solving the problem and let them know what you want them to do. Remind the reader where he or she can contact you. Thank him or her for reading.

Sincerely yours,

 ← **Signature** (box)

A. Student

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<sup>1</sup> Weintraub, Arlene, and Laura Cohen. "A Thousand-Year Plan for Nuclear Waste." Business Week 6 May 2002: 94 – 96.

<sup>2</sup> Weintraub, 210.

### Persuasive Letter Rubric

	4	3	2	1
<b>Goal/Thesis</b>	Strongly and clearly states a personal opinion. Clearly identifies the issue.	Clearly states a personal opinion. Some references to the issue.	Personal opinion is not clearly stated. Little or no references to the issue.	Personal opinion is not easily understood. Has no reference to the issue.
<b>Reasons and Support</b>	Two excellent points are made with good support. It is evident the writer put much thought and research into this assignment.	Two points are made with support, but the arguments are somewhat weak in places. The writer doesn't persuade completely.	One point made; shows some preparation, but weak arguments.	Preparation is weak; arguments are weak or missing; and less than two points are made.
<b>Conclusion</b>	Summarizes personal opinion in a strong concluding statement.	Summarizes personal opinion in a concluding statement.	Concluding statement is a weak summary of personal opinion.	Concluding statement makes no reference to personal opinion.
<b>Organization</b>	Sentences and paragraphs are complete, well written, and varied.	Sentence and paragraph structure is generally correct.	Sentence and paragraph structure is inconsistent.	Little or no evidence of sentence or paragraph structure.
<b>Word Choice/Tone</b>	Choice of words that are clear, descriptive, and accurate. Maintains consistent persuasive tone throughout letter.	Adequate choice of words that are clear and descriptive. Demonstrates a persuasive tone in parts of the letter.	Choice of some words that are clear and descriptive. Lacks consistent persuasive tone.	Language and tone of letter is unclear and lacks description.
<b>Format</b>	Complies with all the requirements for a business letter	Complies with almost all the requirements for a business letter except one	Complies with almost all the requirements for a business letter except two	Complies with almost all the requirements for a business letter except three
<b>Mechanics and Grammar</b>	Contains few, if any punctuation, spelling, or grammatical errors.	Contains several errors in punctuation, spelling, or grammar that do not interfere with meaning.	Contains many punctuation, spelling, and/or grammatical errors that interfere with meaning.	Contains many punctuation, spelling, and/or grammatical errors that make the piece illegible.

### Persuasive Letter Checklist

- I know my audience and have an appealing introduction.
- I have clearly described my position on this issue.
- I have detailed reasons that make my argument worthwhile and convincing.
- I have stated clearly the action that I would like my reader to take (call to action) and how I can assist.
- I know my reader's objections and have suggested the answers.
- I have told my reader how they can contact me.
- My letter is concise and interesting.
- The tone of my letter is courteous and professional.