



Writing Prompt for Persuasive Letter: Willy Wonka to Make a New Candy

Willy Wonka makes great chocolate and wonderful candy products. He's looking for something new to sell to the public. Think about the candies you like. What combination of textures and tastes do you think would be right for a new candy? A chocolate that fizzes on the tongue? A strawberry flavored Kiss? What would you name the new candy? Would "ChocoFizz" work? How about "Pink Kiss?"

Write a business letter to persuade Mr. Wonka to produce your candy idea. Wonka is interested in how this new candy will look, taste, smell, feel, and sound. Describe it carefully and use vivid and exciting language enticing him to buy your idea. (Hint: He finds words like "fun" and "good" to be boring and overused.)

Don't forget to give your product a name and return your final draft to school on: _____

Writer's Checklist

Mr. Wonka will be checking for:

1. An original name for your candy
2. Vivid descriptions of how it looks
3. Delectable descriptions of how it tastes
4. Sensational descriptions of how it smells
5. Delicate descriptions of the texture and feel of it
6. Vibrant descriptions of how it sounds

Be sure that:

1. The letter is in the business format
2. The letter is persuasive and responds to the prompt
3. Spelling, grammar, capitalization, and punctuation are used correctly
4. The words "fun" and "good" do not appear in the letter

To write a business letter correctly, use this form:

Your address
Your city, state, and zip code
Today's Date

Mr. Willy Wonka
The Wonka Chocolate Factory
1 Wonka Way
Anytown, Anystate USA 22222

Dear Mr. Wonka:

(Write the body of the letter here. Don't forget to persuade him to like your idea. Use lots of descriptive words that illustrate how the senses will respond to the new candy.)

Sincerely,

Your Signature

Your Name