

Types of Letter Writing: Persuasive Letters

The Persuasive Letter is a letter written to persuade an organization or people to accept the topic, interest, or perspective of the writer (sender). The persuasion letter can be written to different people for different reasons. Each scenario will require a different type of letter. Before you start your letter, you should gather an idea about what you want to pursue your reader for, why you want it. This will help you clearly understand what your arguments are.

The persuasive letter can be written to any type of organization, that is, school, bank, college, NGO, municipality, etc. Individuals can be a director, CEO, government official, etc. The reason for the persuasion letter is "get your job done" in simple terms.

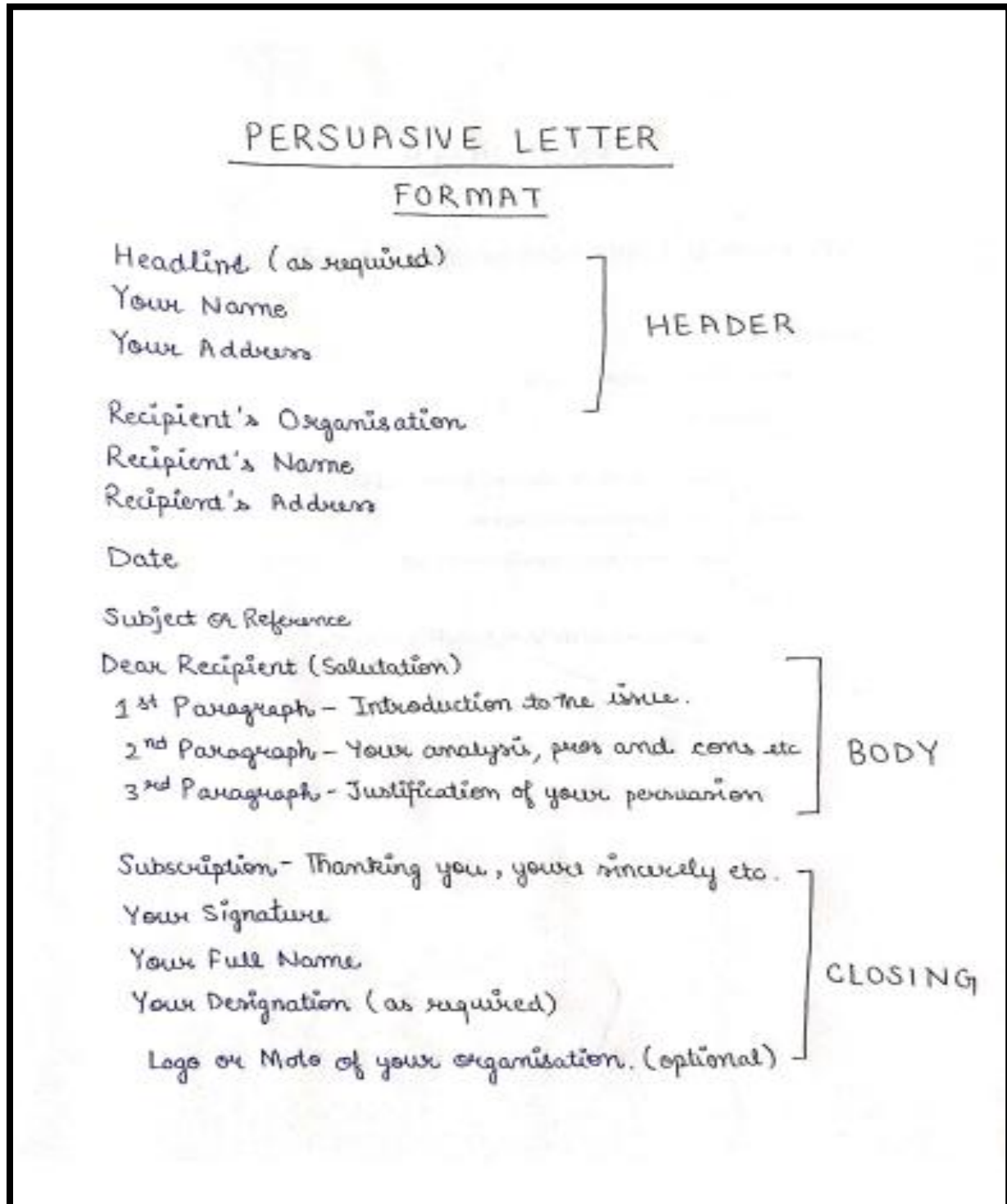
The persuasion can be related to any matter, it can be:

- A complaint
- A sale
- A petition
- A request or any other matter which requires convincing

With that in mind, persuasion letter is a broad term that includes cover letter, complaint letter, request letter, request letter and sales letter. This is because in everything mentioned above there is a moderate to maximum amount of persuasion from the sender.

It is suggested that you base your persuasion letter on facts and statistics, and further strengthen your point of view through logic. Although the letter is argumentative, you must be very polite and respectful. Since you're convincing someone and that could possibly be against the reader's personal approach, your points should be strong to pursue any type of audience. Before writing a final draft of the persuasion letter, make sure your letter covers all areas. Close your letter by thanking the person for taking the time to consider your letter. Hope that the recipient will entertain the letter accordingly.

While a persuasive letter may or may not be successful, it does raise awareness of the issue at hand. And it can act as a source of inspiration for others when addressing certain important social issues.



Tips to write persuasive request letters

1. Know your addressee.

Before you begin writing your application letter, ask yourself these questions. Who is my reader and how can they help me exactly? Are they decision makers or will they just pass my application on to a senior officer? Both the style and content of your application letter will depend on the position of the reader.

2. Do not be lengthy

Be clear, brief and to the point. A general rule of thumb is this: don't use two words when one is enough. Just remember the famous Mark Twain quote: "I didn't have time to write a short letter, so I wrote a long one." A person in his position could afford it, and ... he wasn't asking for anything :)

3. Make your letter easy to read

When writing a letter of request, don't stray and don't confuse your reader by straying from your main point. Avoid long, tight sentences and paragraphs because they are intimidating and difficult to digest. Use simple, declarative sentences instead and break long sentences with commas, colon, and semicolon. Start a new paragraph when a thought or idea changes.

4. Add call to action

Put action on your application letters whenever possible. The easiest way is to use action verbs and active voice instead of passive.

5. Convince but do not demand

Don't treat your recipients as if they owe you something. Instead, it captures the reader's attention by mentioning commonalities and emphasizes the benefits of acting.

6. Do not be burdensome

Give readers all the information they need and say exactly what you want them to do. Simplify work for the person to respond: include contact information, direct phone numbers, provide links, or attach files, whichever is appropriate.

7. Remain polite and professional.

Even if you are writing an order cancellation request or complaint letter, please remain courteous and polite, simply indicate the problems, provide all relevant information, and be sure to avoid threats and badmouthing.

8. Write in a friendly way and appeal to the reader's feelings

Even if you are writing a business letter, don't be overly serious. Friendly letters make friends, so write your request letters in a friendly way as if you were talking to your true friend or an old acquaintance. We are all human, and it may be a good idea to appeal to your correspondent's humanity, generosity, or sympathy.

9. Mind your grammar!

Reformulating a well-known saying: "grammar counts for first impressions". Bad grammar, like bad manners, can mess everything up, so be sure to check every business letter you send.

10. Review before sending

When you have finished composing the letter, read it aloud. If your key point is not crystal clear, write it down. It is better to spend some time rewriting and getting a response, than doing it fast and having your letter in a container right away.