

PERSUASIVE LETTER

+ Tips to write persuasive request letters:

Below is mentioned some strategies to write persuasive letters in such a way that they convince your reader to respond or act.

- 1. Know your addressee.** Before you start composing your letter, ask yourself these questions. Who is my reader and how exactly can they help me? Are they decision makers or will they just pass along my request to a senior officer? Both the style and contents of your request letter will depend on the reader's position.
- 2. Do not be verbose.** Be clear, brief and to the point. A rule of a thumb is this - don't use two words when one would suffice. Just remember the famous quote by Mark Twain - "I didn't have time to write a short letter, so I wrote a long one instead". A person in his position could afford that, and... he was not requesting anything:)
- 3. Make your letter easy to read.** When writing a request letter, don't digress and don't confuse your reader by drifting off your main point. Avoid long, crammed sentences and paragraphs because they are intimidating and hard to digest. Use simple, declarative sentences instead and break long sentences with commas, colons and semicolons. Start a new paragraph when you change a thought or idea.
- 4. Add call to action.** Put action in your letters wherever is possible. The easiest way is to use action verbs and the active voice rather than passive.
- 5. Convince but do not demand.** Do not treat your addressees as if they owe you something. Instead, catch the reader's attention by mentioning common ground and emphasize the benefits of acting.
- 6. Do not be burdensome.** Give readers all the information needed and tell what exactly you want them to do. Simplify the job for the person to respond - include contact information, direct phone numbers, give links or attach files, whatever is appropriate
- 7. Write in a friendly way and appeal to the reader's feelings.** Though you are writing a business letter, don't be superfluously businesslike. Friendly letters make friends, so write your letters in a friendly way as if you are talking to your real friend or an old acquaintance. We are all humans, and it may be a good idea to appeal to humanity, generosity, or sympathy of your correspondent.

- 8. Remain polite and professional.** Remain polite and courteous, simply state the issue(s), provide all relevant information and be sure to avoid threats and calumny.
- 9. Mind your grammar!** Rephrasing a well-known saying - "grammar counts for first impressions". Poor grammar like poor manners may spoil everything, so be sure to proofread all business letters 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 over. It's better to invest some time in re-writing and get a response, than make it fast and have your letter thrown away in a bin straight away.

And finally, if you've got a response to your letter or the desired action is taken, don't forget to thank the person.

Sample Persuasive Business Letter

542 West Sixth Street
New York City, New York 85434

January 5, 2008

Mr. Trish Wongs
Marketing Manager
52 White Valley,
New York City, New York 23654

Dear Mr. Trish:

An eco-friendly organization is always appreciated for its contribution to save the environment and natural resources. We respect all organizations and their employers who want to develop business without affecting nature. We are a group of 50 employers in IT industry who have come together to support the eco-friendly business policy.

Our group has started to honor the best organization that has effectively followed this principle of "eco-friendly business" and protecting natural resources affecting from advancing industry. Nowadays, our planet is facing major issues of global warming and climate change. These problems are affecting badly to humans, natural beauty and animals also. Hence, we request all organizations to help the environment by following "eco-friendly business" factor.

There are many ways through which we can help the environment. We can avoid using extra wooden infrastructure and wasting papers in our offices. We can reduce the rate of releasing gases that are harmful for the ozone layer. It is very important for humans to survive on earth. The award of best "eco-friendly business" will be a token of respect, and you will feel proud if you win this award.

We believe that our efforts will definitely help the environment and increase the awareness of eco-friendly nature of IT industry. I hope that you will consider our mission of eco-friendly business in future while developing your business. Thank you very much.

Sincerely,

Your name