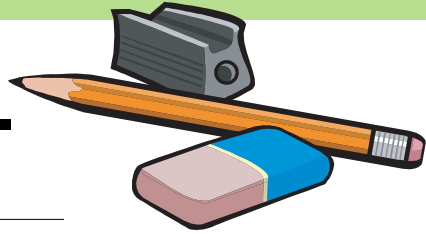


I Believe...



Student Name _____

Directions: Use the suggested guidelines in each box to organize the elements of your persuasive letter. No matter what transactive writing format you choose, your writing should introduce the facts in a way that will grab the attention of the reader. Be thoughtful; your specific points and supporting facts will be the foundation for your writing. Remember, the goal is to influence the authentic audience to accept the viewpoint of the writer.

Goal or Problem – What is the idea or solution you want your readers to have after reading your letter? State your purpose: _____

Interesting Beginning – Use descriptive language to engage the reader in the reason for the information:

Reasons – Develop your reasons for your position with details to support each reason. Utilize specific knowledge about the topic and use your research on the subject. Make your facts and examples count.

First reason: _____

Second reason: _____

Third reason: _____

Turn your paper over for additional reasons or examples. Limit your writing to no more than 3-5 reasons.

Reminders:

- Make sure you have a descriptive introduction that includes a clear position in support of your key goal.
- Check that your introductory and concluding sentences are clear, but concise, to help the reader follow your reasoning logically.
- Include logical transitions between your ideas and support your reasons with details and relevant evidence. All descriptions, observations and researched information should link together to make the message clear for the reader.

