

Persuasive Letter Checklist

- I know my audience and have an appealing introduction.
- I have clearly described the product, service, or idea I am promoting.
- 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 (or what my reader should do) 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.
- I have used at least five "powerful words" in my letter.