Persuasive Letter

Write a letter to the Royal Lifesaving Society UK to inform them of your latest jet-ski design that could be used in search and rescue operations. Describe your exclusive features that would assist lifeguards to patrol the seas around beaches and help them in saving lives. Use persuasive language to convince the Society that your machine is an essential upgrade to their operation.

Features of a persuasive letter

- Recipient's address on the left
- The letter shows the date on which it was written
- A greeting to the recipient
- There is an introduction
- The opening statement hooks the reader and explains why you are writing
- The text is arranged into paragraphs, each have their own point
- Each point has arguments to support it
- There is a conclusion to summarise the main points of the letter