

Success Criteria for writing a formal persuasive letter

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| Rhetorical Questions | Why now visit us soon? | |
| Adverbs of Certainty | Obviously, Without a doubt, Undeniably, Surely, Definitely, Certainly | |
| Personal Pronouns | We, you, us, your family, your children... | |
| Repetition | Within sentences and across the text for great cohesion | |
| Emotive words/Exaggeration | Going completely over the top to encourage strong feelings... | |
| Directive language | Giving your reader instructions: Allow us to, Think, Consider | |
| Precise vocabulary | To make your message very specific and clear (Look back at the synonyms you found) | |
| Subjunctive sentences | <p>___ wish that ____ .</p> <p>___ demand that ____ .</p> <p>___ request that ____ .</p> <p>If you were to ____ ,</p> <p>Might we suggest that ____ .</p> <p>It is necessary that ____.</p> <p>It is essential that ____.</p> <p>It is vital that ____.</p> | |
| Punctuation for parenthesis | <p>The Shady Oaks Retirement home, just two miles from your current home, is the natural next step in your life!</p> <p>They are so many people just waiting to meet you - with a range of interests just like yours!</p> <p>Consider the excellent access to health care (on call 24 hours a day).</p> | |
| Modal verbs | <p>will would should could</p> <p>may can shall must might</p> | |
| Active and Passive sentences | <p>The staff will look after you.</p> <p>You will be looked after by the staff.</p> | |

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| Formal and Informal Language | To get a mix of tone in your writing | |
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