

Success Criteria for writing a formal persuasive letter

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>	

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