What is the purpose of a persuasive letter?

The **persuasive purpose** is used to convince, or **persuade**, the reader that the opinion, or assertion, or claim, of the writer is correct or valid. **Persuasion** is more selfish than argument (debate). Argument attempts to arrive at a logical solution to an issue.

1. If there is an issue, state your stance right in the beginning. Support your point of view with compelling evidence. Give reasons about why the reader should consider your opinion and accept it. Combine logic with the emotional appeal because this combination works well.
2. Provide the details of the problem and mention your stance.
3. Support your position with convincing evidence.
4. Discuss what action the reader should take. You can also persuade the reader to take action through an emotional appeal.
5. Give a final appeal to consider your suggestion to rectify the situation. You can also mention the benefits of following your approach.