**Writing Variables (for formal letters)**

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| --- | --- |
| Form/Style: | Protest Letter, Persuasive Letter, Cover Letter, etc. |
| Central Idea: | Change polices or rules, get phone plan lowered, parents to give or get you something, later curfew, better grades or less work, unsafe working conditions, setting boundaries for friend of co-worker |
| Purpose: | -To encourage… -To persuade>>> -To convince -To demand… -To encourage… |
| Public Audience: | Teacher, friend, family, government rep, administration or school board, student body/peers, company, coach |

Provide a point form rational and reasons list:

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & To Whom It May Concern:

**Paragraph One**  
(Indent) My name is……  
  
 I am wring you today in regards to….  
  
 I would like to begin by……

**Paragraph Two & Three**

\*Expand on your rational (provide examples & experiences)  
\*Play off of emotions (theirs and your)  
\*Persuade and convince  
\*Plead and rationalize

**Final Paragraph (examples)**  
 I want to thank you in advance for your time. Please feel free to contact me to discuss further.   
\*This matter is very important to me and….  
\*Please reference my resume and attached references  
\* I hope you can consider….and would appreciate to discuss this further.