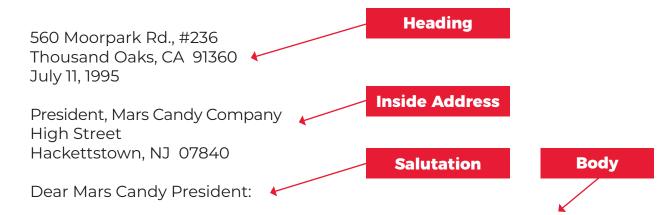


## **PERSUASIVE** WRITING

### Organize your reasons here (ballose) to audience) here. **IDPIC:** I want to persuade reasons **Brainstorm**

### **LETTER TO THE MARS CANDY COMPANY**



I have been eating candy my entire life. People in my neighborhood say I can tell what kind of candy is in my mouth with my eyes blindfolded.

My favorites bars are Snickers. It seems you mix a lot of things together to get your candy. Nuts, caramel, chocolate.

My question: How can you add peanut butter to a Snickers and call it a Peanut Butter Snickers? It's no longer a Snickers. The peanut butter is a brand new candy and should get its own name.

Also, how about this for a new candy bar – picture a Butterfinger – only instead of peanut butter the center is banana. Crunchy banana. With the texture and consistency similar to a Butterfingers inside. You could call it a "Nanacrumble."

Also, the name Snickers is bad. Sounds like somebody is laughing at you. Can it be changed? How 'bout "Snuuckers." Make it sound like the Hagen Dazs people with a foreign name.

Thanks for years and years of chocolate heaven. (I gave up on the skin a long time ago.)

Is there any way to get information about what new candy bars you are planning to introduce? Thanks for taking the time to read my letter. I hope I hear from you. Chocolate! It's our best snack!



Source: Reading Rocket

Don't mess with Texas

Source: Scholastic

CHARI

**PERSUASIVE LETTER** 

### PERSUASIVE LETTER CHECKLIST I know my audience and have an appealing introduction. I have clearly described the product, service, or idea I am promoting. I have detailed reasons that make my argument worthwhile and convincing. I have stated clearly the action that I would like my reader to take (or what my reader should do) and how I can assist. I know my reader's objections and have suggested the answers. I have told my reader how they can contact me. My letter is concise and interesting. The tone of my letter is courteous and professional. I have used at least five "powerful words" in my letter.

Source: Scholastic

PERSUASIVE LETTER • Moles

# Date: Author's Name:

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### Edit Comments and Suggestions complete the Peer notice. Then, have a peer After completing each step, place a check here. Quotation marks are included where needed. and contain a noun capitals at the sentences. exclamation marks I read the author's piece aloud to see where to stop pause for periods, questio Edit your written work using the Self-Edit columns, fixing any errors you complete There are no run-on sentences. Sentences are c thoughts and cand and a verb. marks, exclamands. I checked for a beginning of s beginning Spelling is capital After completing each step, place a check here. spelling and fixed that didn't look right. read my written piece aloud o see where to stop or pause or periods, question marks, Quotation marks are included where needed. My sentences are complete thoughts and contain a noun and a verb. I checked for capitals at beginning of sentences. any run-on exclamation marks, Checklist Items columns while you observe. I don't have a sentences. capital letter I checked s the words t Capital Letters **Directions:** Punctuation

PERSUASIVE LETTER WRITING RUBRIC

SALUTATIO	ON AND	CLOSING

- \_\_\_ Salutation and closing have no errors in capitalization and punctuation.
- \_\_\_ Salutation and closing have 1-2 errors in capitalization and punctuation.
- \_\_\_ Salutation and closing have 3 or more errors in capitalization and punctuation.
- Salutation and/or closing are missing.

### **GRAMMAR & SPELLING (CONVENTIONS)**

- \_\_\_ Writer makes no errors in grammar or spelling.
- \_\_\_ Writer makes 1-2 errors in grammar and/or spelling.
- \_ Writer makes 3-4 errors in grammar and/or spelling
- Writer makes more than 4 errors in grammar and/or spelling.

### **IDEAS**

- \_ Ideas were expressed in a clear and organized fashion. It was easy to figure out what the letter was about.
- \_ Ideas were expressed in a pretty clear manner, but the organization could have been better.
- \_ Ideas were somewhat organized, but were not very clear. It took more than one reading to figure out what the letter was about.
- \_\_\_ The letter seemed to be a collection of unrelated sentences. It was very difficult to figure out what the letter was about.

### **CAPITALIZATION AND PUNCTUATION**

- Writer makes no errors in capitalization and punctuation.
- \_\_\_ Writer makes 1-2 errors in capitalization and punctuation.
- Writer makes 3-4 errors in capitalization and punctuation.
- \_\_\_ Writer makes more than 4 errors in capitalization and punctuation.

### **NEATNESS**

- \_\_\_ Letter is typed, clean, not wrinkled, and is easy to read with no distracting error corrections. It was done with pride.
- \_\_\_ Letter is neatly hand-written, clean, not wrinkled, and is easy to read with no distracting error corrections. It was done with care.
- \_\_\_\_ Letter is typed and is crumpled or slightly stained. It may have 1-2 distracting error corrections. It was done with some care.
- \_ Letter is typed and looks like it had been shoved in a pocket or locker. It may have several distracting error corrections. It looks like it was done in a hurry or stored improperly.

Don't mess with Texas

