

# Persuasive Letter Sample

Your Name  
Your Street Address  
Your City, State and ZIP Code  
Today's Date

Company Name  
Company's Street Address  
City, State and ZIP Code

Dear Hershman's Chocolate Company:

Thank you for producing delicious candy bars. Whenever I am hungry for a snack, I always choose Hershman's candy. The chocolate with peanuts is my favorite. However, I feel that you're missing out on an opportunity to sell more candy bars by not having special holiday flavors. I think a chocolate mint flavored candy bar would be nice to have around Christmastime. You could put it in special holiday packages that people could give as gifts, or make little ones for stocking stuffers.

Your company has always produced a high-quality product that all my friends and I enjoy. I thought you would want to hear a new idea from a customer since Hershman's is the type of company that is always offering something new.

Thank you for your attention and your delicious candy.

Sincerely,

Allison Smythe

Now your assignment is to find a product that you can improve and write a letter to the company that makes it. This has to be a real company with a real product. You'll need to do some research to find the company's address. You must look online, or you might be able to find the address on the product's package. You need a street address that you could send a letter to, not an email address. Finding the address could be the most difficult part of this project, so don't put it off. Come see me if you're having trouble. *Not having a valid address will make your project incomplete and you will not receive any points for it.*

This is a business letter, so it must be typed in a Google doc, in Times New Roman or Arial (which is the default font on Google docs), 12 point font, not bold. Be sure you share it with me by the due date. It should look just like the example letter you've been given. I will not be mailing out the letter. If you want to mail another copy yourself, and you get a reply from the company, be sure to bring the reply in to me so I can make a copy to show future classes.

You must also include an envelope correctly addressed to the company. This must include your return address in the upper left corner and the company's address in the center of the envelope. **DO NOT PUT A STAMP ON IT.** If you need an envelope, see me before the due date, not on the due date.

This letter is due on 12/13/16. **NO LATE WORK WILL BE ACCEPTED BECAUSE YOU'VE BEEN GIVEN A WEEK TO GET IT DONE.**

#### **PERSUASIVE BUSINESS LETTER RUBRIC**

Letter is typed according to directions	10 pts.	_____
Letter contains a proper heading	1-10 pts.	_____
Letter contains a proper body	1-10 pts.	_____
Letter contains a proper closing	1-10 pts.	_____
Letter has a complete description of the problem	1-10 pts.	_____
Letter has a complete description of the solution	1-10 pts.	_____
Letter is logical	1-10 pts.	_____
Proper spelling and grammar are used	1-10 pts.	_____
Envelope correctly addressed	1-10 pts.	_____
<b>TOTAL</b>		_____/90