



Class 4 : Persuasive skills in a letter - June 2020

Here is a good guide as to what to put in your letter and the order to do it:

1. **How much you love their product line.** Tell the company why you adore their products so much.

For example: "Your crisps are so delicious, I couldn't imagine my picnic lunch on our lockdown walks without a packet!" "

2. **Tell them that you have faith in them.**

For example: "The reason why I buy your brand is because I know you deliver a stellar product every time" or "Your brand has never let me down, I have used some comparison brands and they have not even come close in quality."

3. **Include a personal story:**

For example: "When I started using your shampoo I immediately starting receiving compliments on how great my hair smelt."

4. **Tell them how much you would love to try some other products they make:**

"Your shampoo has had such a positive impact on my appearance that I would love to try some of your other products."

"Would you be willing to send me some samples?"

"I would be so excited and would love to spread more positive feedback both online and to my friends and family!"

Make sure you keep the following things in mind when writing your letter.

- Be sure not to write to them just to get free things. Whomever is reading your letter will notice and will not send you anything. Be truthful with what you are telling them, you really do admire their products so be sure to tell them that.
- State what your favorite products are and the exact reasons why.
- Share a personal story or experience.
- **Don't exaggerate or go over** the top. Be clear and to the point.