

Cynthia, your persuasive message is very informative but it feels like this is an academic exercise rather than something you feel passionate about. As the recipient of the letter, I would have a hard time knowing why it has been sent to me and what action I should take now after reading it. Try to think about what it is you are selling and what action you want the reader to now take. Remember a persuasive message should be selling something using the principles of AIDA. In your letter, try to focus more on grabbing the potential customer's attention and in telling them at the conclusion of the letter just what action you want them to take. Perhaps provide an incentive for them (through a discount or through creating a deadline). Feel free to personalize it and to use the "you attitude" (seeing things from the customer's perspective and addressing their needs and wants).