

**BOOK CHOICE PERSUASIVE LETTER: WEAK SAMPLE**

Dear Mr. Ross,

Thank you for reading my letter. This letter is to tell you that I want to read the book you showed us about space travel and aliens.

I don't usually read those kinds of books. I never tried it before, but now I want to. It seems like a cool story. It also seems like it has good characters. I didn't really like any of the other ones, so this is the one I want to try now. I think I can read it fast and it will be pretty easy for me.

I hope you give me my choice.

Sincerely,  
Melanie

- Overall, this piece is short because the writer doesn't have much to say and runs short on details (**content/ideas**).
- The reasons are jumbled together in one paragraph (**organization**).
- The biggest problem is the style—the vocabulary is simplistic (**word choice**), the sentences are choppy and many start the same way (**sentence fluency**), and there is nothing that shows the writer's personality (**voice**).

**Comment [u1]:** Too much obvious announcement; this opening does not grab the audience's attention

**Comment [u2]:** Title? Author?

**Comment [u3]:** Why? What SPECIFICALLY makes you want to read this kind of book?

**Comment [u4]:** Uninteresting, vague word choice—"cool" doesn't really tell the audience anything. Be specific about the main idea (story/plot) and use details (what is it about the story that is interesting?). Same applies to "good" characters.

**Comment [u5]:** Doesn't show any commitment to this particular book, just that you are not committed to the others.

**Comment [u6]:** Not the point! "Fast" and "easy" don't help you grow as a reader or thinker.

**Comment [u7]:** Boring, weak ending. Try to finish on a memorable high note, using clincher techniques we've discussed such as prediction, humour, call to action, etc.