



Persuasive Memo

Address Block:

Date

Jan. 1, 2020

Reader's full name
Reader's title & company
AddressMr. Joe Smith
CEO – Super Sandwich Ltd.
1234 Example Street
Trialville, BC**Salutation:**

Dear Title Surname,

Dear Mr. Smith,

The first thing to do is **gain attention**. Clearly identify your suggestion and the benefits it can bring if accepted. If you mention the problem this solves, do so only briefly. This works best if you mention the benefits first. For instance, “Recent customer comments have said our sandwiches are boring. We can *increase sandwich sales* by adding cheese.”

In the second section, you begin to **build interest** by explaining the benefits. Use specific examples and clear images to paint a picture in the reader’s mind. For instance, “Adding cheese creates a more complex flavor and makes our sandwiches more appealing to hungry customers.”

Supporting Evidence:

Memos are usually too fast-paced and informal for citations. Instead, we use logic, shared knowledge, and common sense.

Next, we **create desire**. Provide evidence and support for your plan: how do you know it will work? What specific steps will you take to implement it? Remember to be specific and think from your reader’s point of view so you can address *their* concerns. For example: “Many customers have asked for cheese on their sandwiches, so this will be a popular change.”

The last paragraph is the **call to action**. Give your reader a specific way to act on this offer. Try to sound confident, but not pushy – it’s an invitation, not an order! End by inviting the reader to contact you if they want to accept the suggestion. For instance: “Several cheese vendors will be having a trade show next week. If you would like to attend, please let me know at your earliest convenience.”

Signature Line:Your full name
Job title – Company NameSincerely,
Sid Cheeseman
Sandwich Assessor – TRU Writing Centre