

**Shoe RAFT**

Pretend you are the designer of a new brand of shoes. Design the shoes, and then write a persuasive business letter to the president of Feet First Shoe Company and persuade her/him that your shoe is the next best seller.

You must also draw the design of your shoe. Before you write your RAFT, create a notebook page for your invented shoe. Include as many details as you can in your notebook, as these will help you as you write your RAFT letter. Make sure to label your design!

When you write, may sure that you adhere to all of the considerations in the writing rubric. While your letter will be creative, you must also have complex sentence constructions, etc. as part of your writing in order to earn a 4 via the Nevada Writing Rubric. Use the business letter format attached to assist you in formatting your letter. You must have the aspects identified as minimum requirements. Remember to include a counter argument as part of your writing.



**Business Letter Format**

Your Street Address

Heading

Your City, State Zip

Date

(4 spaces)

Inside Address

First and Last Name of the Person to whom you are writing

Their Street Address

City, ST Zip

(2 spaces)

Salutation

Dear Mr./Ms. Full Name:

Body

(2 spaces)

You should not indent when you are writing a persuasive letter. You should introduce yourself and identify the topic to your reader. In a persuasive letter, you should state your opinion and/or feelings about a topic about which you are writing. Your letter must have facts to support your opinion, and you should explain the facts so that your audience can understand them.

Additionally, in a second paragraph, you should address issues that your reader might have in her or his argument. This is the counter argument. Again, provide the reasons that your reader might site, and explain why these reasons should not be part of a valid argument.

Finally, in your last paragraph, remind your reader of your argument and supporting evidence. Provide solutions for your argument; without a solution you are only complaining. Persuade your reader to believe that your opinions with solution are valid for the claim presented.

(2 spaces)

Sincerely yours,

(4 spaces)

Signature

Your Full Name