

BUSINESS LETTER

writing kit

Strengthen the real-world writing skills of crafting a powerful letter in this **complete step-by-step** kit.

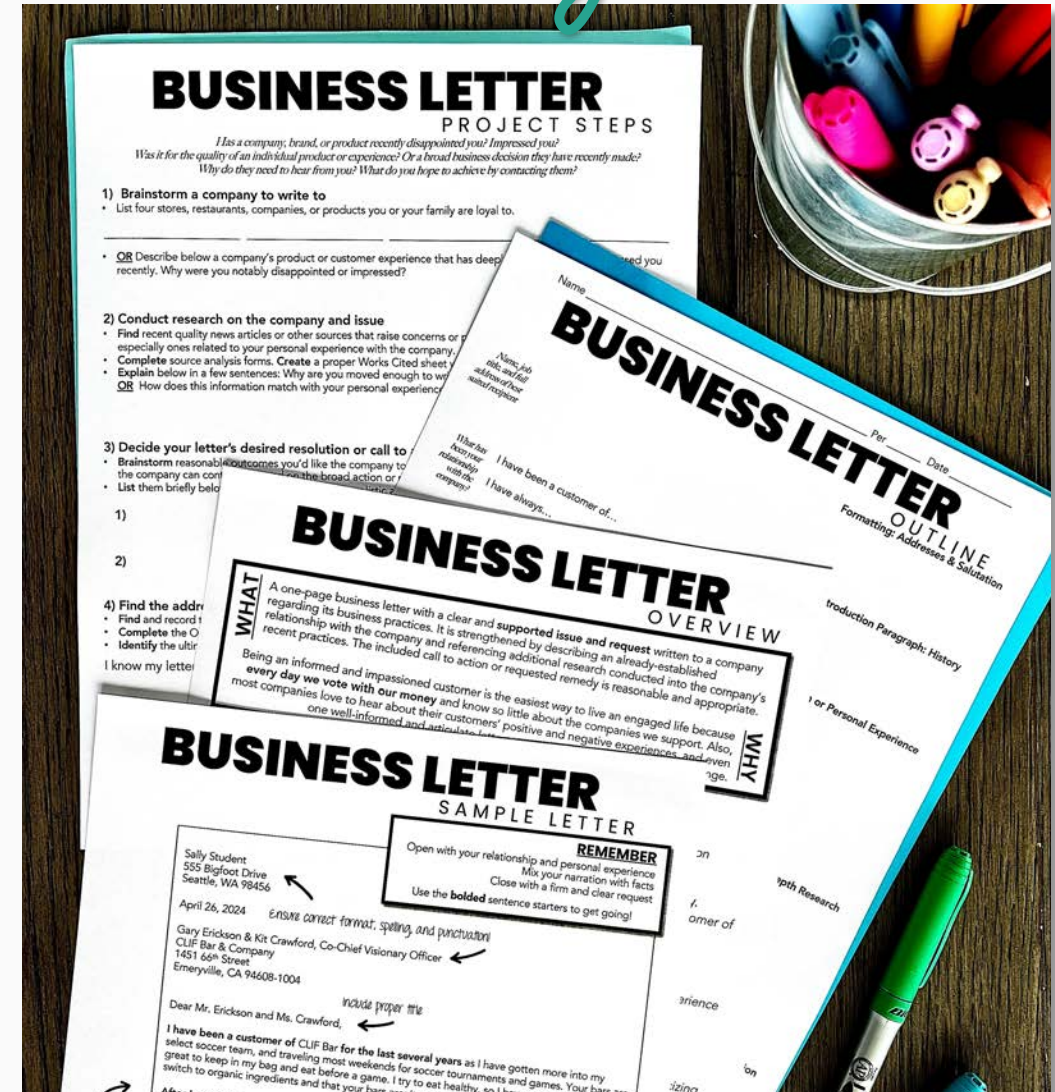
SO MANY USES

Add to any unit for a real PBL

Incorporate into your Social Studies,
ELA, or Business class

Use as part of a Business or
Leadership curriculum

BOTH PRINT & PAPERLESS INCLUDED



SUPPORT ALL *students*

Included forms and how-to sheets *highly scaffold the writing process* from start to finish.

WHAT'S INCLUDED

Step-By-Step Project Sheet

Overview, Brainstorming, Researching & Outlining Sheets

Sample Letter, Edit Checklist

Reflections & Rubrics

Writing Skill Sheets

BUSINESS LETTER OVERVIEW

WHAT A one-page business letter with a clear and **supported issue and request** written to a company regarding its business practices. It is strengthened by describing an already-established relationship with the company and referencing additional research conducted into the company's recent practices. The included

Being an informed and impassioned **every day we vote with our money** most companies love to hear about one well-informed a

BUSINESS LETTER SAMPLE LETTER

REMEMBER
Open with your relationship and personal experience
Mix your narration with facts
Close with a firm and clear request
Use the **bolded** sentence starters to get going!

Sally Student
555 Bigfoot Drive
Seattle, WA 98456

April 26, 2024 *Ensure correct format, spelling, and punctuation!*

Gary Erickson & Kit Crawford, Co-Chief Visionary Officer
CLIF Bar & Company
1451 66th Street
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INCLUDING EVIDENCE SKILL SHEET

WHAT The inclusion of, not only, specific examples from other sources to support your argument, but also the sources from which they come. Evidence should be **tightly focused and explicitly connected** to your argument, yet clearly stated as coming from other sources.

WHY Empirical (measurable, data-driven) evidence and expert testimonial quotes from well-respected people and organizations are by far the most credible and worthwhile types of evidence to use if you want to **convince anyone of anything**. By including and qualifying the evidence to use if you want to convince anyone of anything, you further add to your own credibility.

PARAPHRASED EVIDENCE SKILL SHEET

Sum up what a source is uniquely arguing/saying/depicting in a brief description, usually leading with the source's author and title or type of source.

- In Kevin Peters
- Thomas Friedman
- Abigail Adams
- Lewis Hine, in

ANALYZING & EVALUATING SOURCES SKILL SHEET

WHAT Media are the sources creating today's information and tomorrow's history. They are the videos, blog posts, editorials, infographics, and articles we use to **learn about the world**. And today anyone, anywhere, can instantly and freely post content.

WHY Since media sources are created by truly anyone, through an ever-growing variety of ways, it has created a lot of uncertainty and "gray area" where there used to be unquestioned reliability and credibility. It has never been more imperative to have a critical eye when consuming any source **before we can trust it**.

MY TURN ->

TYPE: How would you classify this source?
• News - blurb, article, feature article, interview
• Post - blog, image, video, podcast, message board, comment
• Editorial - essay, review, op-ed essay, letter to the editor
• Advertisement - sponsored post, print ad, commercial, video
• Informational - documentary, biography, encyclopedia entry, infographic

MY TURN ->

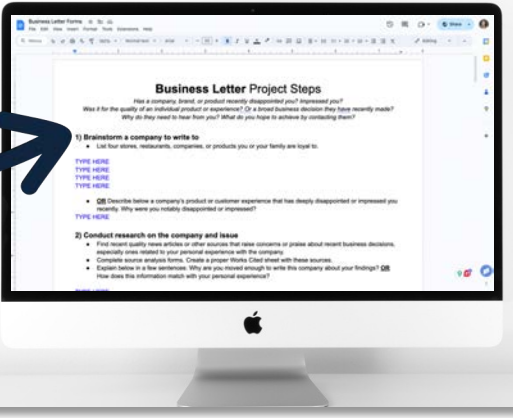
AUTHOR/PUBLISHER: Who wrote it? What's their expertise? Do they have a lean or reputation?
• Is the author's name provided? Job title? Background? Expertise?
• What organization published this source? What does their "About Us" page say?
• Is the author and/or publisher known? What is their reputation? What are their credentials?

MY TURN ->

SOURCES CITED: Who or what is referenced as sources?
• Experts in the field - scientists, historians, professionals, government officials
• Experts in the event - first-hand accounts, studies, news articles, academic journals
• Other sources - embedded links, photos, audio, video

MY TURN ->

THE MAIN IDEA: In a sentence, what is the main idea of the source?
• Lead with the author/publisher's name, type of source, and date.
• In Mr. Friedman's editorial in the New York Times, he questioned the impact of the...
• Kim Burns' documentary covers...
• This NOVA two-part episode explored not only...



FREQUENTLY ASKED *questions*

What grades is this best for?

It was designed for **high school students**. However, if your middle school students are strong writers and you are looking for a more real-world writing exercise, this could work. Be sure to examine the preview and product description closely to decide if this resource is a good fit for your students.

Is this editable?

The planning, outlining, and rubric forms are available in print PDF and an editable Google Doc file that can be customized to meet your student's needs. The how-to reference sheets are available in print PDF and non-editable Google Slides.

Can I use this in a homeschooling setting?

Definitely! **Step-by-step forms** for brainstorming, outlining, and editing forms and **detailed how-to sheets** with a sample letter and skill sheets guide you and your student(s) through this complete writing process for this writing format and skills.

What standards does this support?

Several! This kit supports writing, research, and social studies standards from various states, including:

- Develop writing by planning, revising, and editing
- Conduct research to answer a question; gathering relevant information from multiple authoritative sources
- Introduce, develop, and support a claim with relevant evidence; address the counterclaim
- Follow proper grammar and punctuation conventions; create a works cited
- Produce clear and coherent writing that is appropriate to the task, purpose, and audience