	TYPE OF MAIL		
	Friendly Letter	Business Letter	Persuasive Letter
DESCRIPTION	Friendly letters are also known as personal letters. This genre also includes social notes.	A business letter is more formal than a personal letter. It should have standard margins. It is always written on 8½" by 11" unlined paper.	The purpose of a persuasive letter is to put forward to a particular person or organization (or, in the case of a letter to the editor, the general public), an argument or point of view on some issue of concern.
PART OF THE LETTER			
Heading	This includes the address, line by line, with the last line being the date.	This contains the return address, with the date on the last line.	This includes the sender's address and the date
Inside Address	Not present	This is the address you are sending your letter to. This is always on the left margin.	Here is where you write the recipient's name and address.
Greeting/Salutation	The greeting always ends with a comma. The greeting may be formal, beginning with the word "Dear" and using the person's given name or relationship, or it may be informal if appropriate.	The greeting in a business letter is always formal. It normally begins with the word "Dear" and always includes the person's last name. The greeting in a business letter always ends in a colon.	The greeting in a persuasive letter is formal. It normally begins with the word "Dear" and always includes the person's last name. In some cases, there is a generic greeting such as "To Whom It May Concern." The greeting always ends in a colon.
Body	This is the main text, which includes the message written. The tone is friendly and often includes new and invitations.	The body is written as text, typed or word-processed.	The writer's basic position or point of view is clearly stated in the body. Arguments for the point of view are presented in logical order, along with evidence, reasons and/or examples.
Closing	This short expression is always a few words on a single line. It ends in a comma.	This short, polite closing ends with a comma. It is either at the left margin or its left edge is in the center.	Here, there is a summary of the argument, and the point of view taken is restated.
Signature Line	There is a typed or printed name added here.	This is the typed version of the name that is signed by hand.	End with a formal sign-off
Postscript	If your letter contains a postscript, begin it with "P.S." and end it with your initials.	Usually not present	Usually not present