

Endorsement Letters Worksheet

1. Whom will you address the letter to—general readers or a specific group of people?
2. What product or service are you endorsing?
3. When did you last use the product or service? How did you use it? Briefly summarize your last experience.
4. What is your position on the product or service? Why are you recommending it? What about it urges you to give it your stamp of approval?
5. What specific points support your position? Fill in the table below to gather and begin organizing your thoughts. Use the back if additional space is needed.

Specific Point	Connection to Your Position on the Issue

6. What do you want readers of your letter to do next? What can you say to encourage them to act?