

- Seem educated and eloquent
- To a friend-
 - Informal
 - Opinionated and often honest
 - Be funny or include sarcastic remarks (when needed)
 - ACT FRIENDLY, not distant. Care about what you say!
- To a parent-
 - Be reasonable with your points to try and persuade them
 - Seem understanding
 - Can be either informal OR formal depending on the situation

Whenever we write, different audiences must be considered as it is vital that you write for the correct one. If you are told to write to a friend and do so formally, it doesn't give an impression of closeness. Alternatively, if you are told to write to a council then you can't use slang! Giving an impression is imperative in this case and you must try to follow your audience and engage them throughout.

Key Points:

- Vary sentence structures and grammar
- Vary vocab to engage the audience's needs
- Choose informal or formal
- Sign off appropriately (yours faithfully, sincerely, as a friend, etc)

Formal Letter Layout

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Address or person receiving letter	Address of you (the writer) Date
Dear Sir/Madam/Whom it may concern/ Mr _____	
Main body of text divided into paragraphs Introduction – Explaining Points - Conclusion	
Yours sincerely/ Yours faithfully (sincerely for names, faithfully for titles like 'Sir')	
Your signature Your name	