Organize your letter: review your 1st draft and organize your details appropriately. Use the questions on the right to organize your key details on the left.

**What they say** (Rifkin/Braithwaite): what do you focus on and what do you summarize in your intro:

* A specific claim or two
* The main idea/thesis
* The article as a whole

**What you say:** what is your position exactly?

* Agree or disagree (why?)
* Support or Refute Rifkin’s ideas, evidence, credibility
* Propose a change, a policy, etc.

**How do you support your position?**

What type of **evidence** do you utilize?

* Facts
* Statistics
* Examples (from Rifkin or other sources)
* Anecdotes/stories
* Personal observations
* Did you or will you use other sources?

**What key terms will you use to build your ethos?**



**What mode(s) of persuasion do you employ?**

* Ethos
* Pathos
* Logos

**How do you finish and close it out?**

* Do you answer the **“So What?”** question?
* Do you leave the reader some wisdom, or a call to action?