



10 Quick Tips for Writing a Successful Letter to the Editor

- **Keep it Simple** —Your odds of publication are best if your letter is short and direct, so try to keep it down to two or three succinct paragraphs and under 200 words.
- **Focus on One Key Point** —Don't deviate too much or you might lose your audience.
- **Present Yourself as a Knowledgeable Source** —As in the sample letters that follow, explain that you work in real estate so that readers have a reason to trust your thoughts and opinions.
- **Your Letter Should Stand on its Own** —Even if you're responding to another letter or an article, don't assume readers have read them. Provide necessary background information as briefly and simply as possible.
- **Carefully Support Your Opinions With Evidence** —Numbers, statistics and cited facts will make your argument more persuasive. Just be careful not to overuse them, as they can get confusing.
- **Don't Use Too Much Jargon** —Using a lot of technical terms, such as real estate industry buzz words and acronyms, can be a turn off to readers.
- **Include a Strong Closing** —Leave readers with a clear understanding of your message by reiterating your main point at the end of the letter.
- **Edit and Proof-Read Before Submitting Your Letter** —You can do this yourself, but you should also ask a friend or colleague to take a look. They can help ensure that your writing is clear and to the point. Plus, they may catch an error you overlooked.
- **Include Your Contact Information** —Put your name, address, phone number and email address at the bottom of your letter so that an editor can contact you to confirm that you are the author.
- **Follow the Correct Submission Procedures** —Check out the submission guidelines provided by the publication to which you are writing. They are probably available online or printed in the publication's editorial section.

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