Keep it short.
- Many newspapers have a word limit, but keeping it short is also good for keeping the reader’s attention.
- Get to the point quickly. Don’t beat around the bush.

Be specific.
- Use examples, data, statistics or other information to support your opinion. Explain how that affects the everyday person’s life.
- Focus on the specific issue for the newspaper’s readership. Instead of a general statement about “clean water,” make it about a particular issue like plastic bags, bacteria levels, or turtle nesting.

Be polite.
- Use your platform to inspire readers to agree with you. Do not demonize.
- Even if your letter is centered on a particular person, make it about that person’s behavior or decision -- not them as a person.

Close strong.
- Give a final statement about why your opinion will benefit everyone.