

Writing to Persuade

Structure

Introduction

Grab the reader's attention and clearly state your opinion.

Main Body Paragraphs

Give reasons for your opinions and explain these in detail.

Conclusion

Remind the reader of your opinion and leave them with something to think about.

Sentence Starters

First, let's talk about...

Another important point worth considering...

Astonishingly, some people don't know that...

Yet another incredible thing about..

Finally, and most importantly...

Best/Worst of all...

Persuasive Language

Modal Verbs

(must, will, should)

Modal Adverbs

(definitely, absolutely, certainly)

Evaluative Language

(incredible, outstanding, awful, revolting)

Powerful Statements

Just think about it!

We must stop this now!

It's out of this world!

You know I'm right!

We can't let this go on!

Persuasive Devices

Tell a personal story.

Ask rhetorical questions.

Give an expert's opinion.

Use repetition.

Include statistics.

Remember:

Consider your audience.

Make your opinion clear.

Use a strong voice.

Give reasons for your opinion.

Check your spelling and punctuation.

