

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.

Persuasive Language

Modal Verbs

(must, will, should)

Modal Adverbs

(definitely, absolutely, certainly)

Evaluative Language

(incredible, outstanding, awful, revolting)

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 Devices

Tell a personal story.

Give an expert's opinion.

Include statistics.

Ask rhetorical questions.

Use repetition.

Powerful Statements

Just think about it!

It's out of this world!

We can't let this go on!

We must stop this now!

You know I'm right!

Remember:

Consider your audience.

Make your opinion clear.

Use a strong voice.

Give reasons for your opinion.

Check your spelling and punctuation.