

# 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.

