

Persuasive Writing

Persuasive writing convinces the reader to agree with your point of view.

Introduction:

- Lead with an attention-grabbing opening line
- Clearly state your opinion

Body:

- List one reason for your opinion in each paragraph
- Use clear, helpful examples and facts to support your reason
- Sell your plan with successful advertising ideas
- Expect and answer your reader's possible objectives to each reason
- Save your strongest reason for last

Conclusion:

- Restate your opinion
- Summarize your main points
- Encourage your audience to get involved
- Make a memorable closing statement