

# Persuasive

## Essentials



### Identify topic & position

Explain what you want or what you believe



### List many *good* reasons

Provide solid support for why you are right



### Organize key points

Order your reasons to end with your best



### End with what you want

Tell readers what you expect them to do



### Express your attitude

Reveal your feelings & point of view



### Employ exact words

Select precise words to convince the reader