

Persuasive

Essentials



IDEAS

Identify topic & position

Explain what you want or what you believe



IDEAS

List many *good* reasons

Provide solid support for why you are right



ORGANIZATION

Organize key points

Order your reasons to end with your best



ORGANIZATION

End with what you want

Tell readers what you expect them to do



VOICE

Express your attitude

Reveal your feelings & point of view



WORD CHOICE

Employ exact words

Select precise words to convince the reader