

Writing a Persuasive Essay

Introduction

Attention-Getter / Hook

Write a powerful opening statement that gains the attention of your audience e.g. an anecdote, a startling statistic, an analogy.

Give Context

Give brief background information to help the reader understand the topic.

State Main Argument

Write a one sentence argument that encapsulates your point of view.

Menu or Transition

Briefly outline your three sub-points or provide a linking statement that transitions into the next segment.

Body Paragraph 1

Sub-Point 1

Clearly state your first reason in support of your main argument.

Give Supporting Explanations & Evidence

- Include examples to support e.g. facts, statistics, expert opinion, personal anecdote, real life examples etc.
- Consider use of persuasive language features e.g. direct address, rhetorical question, figurative language, repetition, hyperbole, emotive language.

Linking Statement

Reinforce your point or finish on a strong statement.

Body Paragraph 2

Sub-Point 2

Clearly state your first reason in support of your main argument.

Give Supporting Explanations & Evidence

- Include examples to support e.g. facts, statistics, expert opinion, personal anecdote, real life examples etc.
- Consider use of persuasive language features e.g. direct address, rhetorical question, figurative language, repetition, hyperbole, emotive language.

Linking Statement

Reinforce your point or finish on a strong statement.

Body Paragraph 3

Sub-Point 3

Clearly state your first reason in support of your main argument.

Give Supporting Explanations & Evidence

- Include examples to support e.g. facts, statistics, expert opinion, personal anecdote, real life examples etc.
- Consider use of persuasive language features e.g. direct address, rhetorical question, figurative language, repetition, hyperbole, emotive language.

Linking Statement

Reinforce your point or finish on a strong statement.

Conclusion

Restate Main Argument

Restate your argument in a fresh, original way.

Summarise Main Points

Reinforce your main points but vary your language slightly.

Call to Action

Finish by encouraging social action or making suggestions for change.