

Persuasive Writing

Direct Address (Use words like "I", "us", "our", "you" to draw the audience in.)	Alliteration / Anecdote (Repeat the same sound at the beginning of words. Or tell a very short personal story)
Facts / Flattery (Provide information that is true, perhaps from an expert, to back up your argument. Or compliment reader in order to win him / her over)	Opinions (Use sentences that begin with "I believe...", "I want...", "We think...", "My view is...".)
Rhetorical Questions / Repetition (Ask a question that does not require an answer. Or repeat relevant words / phrases.)	Emotive Language / Exaggeration (Choose words or phrases designed to provoke strong feelings. Or "going over the top" in some statements.)
Statistics / Superlatives / Satire (Use numbers to add weight to the argument. Or use high degree words. Or use sarcastic / tongue in the cheek humour)	Three Things... (List a minimum of 3 things to make the argument seem wide-ranging and well thought through.)